OCTOBER 23, 1950

BROADCASTING TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRARY
5201 WOODWARD AVE.
DETROIT 2, MICH.

PUBLIC LIBRARY
OCT 24 1950
DETROIT

WOR sells everything

AMUSEMENTS

Cole Brothers Circus
The Czechoslovakia Industrial Fair
Loew's Inc.
Madison Square Garden Corporation
National Association of Engine & Boat Manufacturers
Paramount Pictures, Inc.
R.K.O. Radio Pictures, Inc.
Ringling Brothers & Barnum & Bailey Circus
Twentieth Century-Fox Film Corporation

AUTOMOBILES

Austin of England
Chrysler Corporation (Plymouth Motor Division)
Dodge Brothers Corporation
Ford Dealers of America
General Motors Corporation (Chevrolet Motor Division) (Oldsmobile Division)
Hudson Sales Corporation
Kaiser-Frazer Corporation
Nash Kelvinator Corporation
Packard Motor Car Co.
Sir William Rootes

BEVERAGES

Atlantis Sales Corporation
Eastern Wine Corporation
Garrett & Company
Kreuger Brewing Company
Miller Brewing Company
National Distillers Corp. (Gambarelli & Davitto)
Rubsam & Horrman Brewing Company
The F. & M. Schaefer Brewing Company
Trommer, Inc., John F.

CLOTHING & APPAREL (BY MFG.)

Sa-Ray Clothing Company, I.
Stay-In-Form Brassieres
Miss Swank, Inc.

CONFECTIONS & SOFT DR

Barton Bonbonniere
Breyer Ice Cream Company
Colonial House Candies
Fanny Farmer Candy Company
Kirsch Beverages, Inc.
Life-Savers, Inc.
Pepsi-Cola Company
Peter Paul, Inc.
Philadelphia Dairy Products Company
Planters Nut & Chocolate Company
Ryan Candy Corporation
Sophie Mae Candy Corporation
Williamson Candy Company

DRUGS & PHARMACEUTICALS

The Anahist Company (Subsidiary of: Pyridium Corporation)
B. C. Remedy Company
Bayer Company (Division of: Sterling Drug, Inc.)
Beaumont Company
Bristol-Myers Company
Block Drug Company
Breitenbach Company, M. J.
Carter Products, Inc.
Consolidated Royal Chemical Corporation
Dolcin Corporation
Foster-Milburn Company
Grove Laboratories, Inc.
Humphrey's Homeopathic Medicine Company
The Knox Company
Maryland Pharmaceutical Company
McKesson & Robbins Company
Miles Laboratories
Musterole Company
Pharmaco, Inc.
Lydia E. Pinkham Medicine Company
The Pinex Company
Rhodes Pharmacal Company
Seeck & Kade, Inc.

DRUGS & PHARMACEUTICALS (Cont'd)

Union Pharmacal Company
Vick Chemical Company
Whitehall Pharmacal Company

FOODSTUFFS

Airline Foods Corporation
American Home Foods
Arnold Bakers, Inc.
Atlanta Products Corporation
The Best Foods, Inc.
The Borden Company
Bowey's Inc.
Buitoni Macaroni Company
California Packing Corporation
California Walnut Growers Association
Campbell Soup Company
Continental Baking Corporation
Converted Rice, Inc.
D'Arrigo Brothers Co.
Delaware

Ralston-Purina Company
Raritan Valley Farms Producers Association
Richmond-Chase Company
River Brand Rice Mills
S. A. Schonbrunn & Co., Inc.
Seeman Brothers
Sheffield Farms Company, Inc.
Skinner & Eddy, Inc.
Stahl-Meyer, Inc.
Standard Brands, Inc.
Stuhmer & Company, George
Sturm-Dahlberg Company
Taylor Packing Company, J. W.
Taylor Provision Company
Van Houten & Zoon, Inc. C. J.
Walter & Company; A. A.
Ward Baking Company
Wise Potato Chip Company

GAS & OIL

Esso Standard Oil Company of New York
Shell Oil Company

HOUSEHOLD EQUIPMENT & FURNISHINGS

American Waterproofing Corporation
Baker Brush Company
Cook & Dunn Paint Corporation
Eclipse Sleep Products, Inc.
General Electric Company
General Electric Distributors
Industrial Tape Corporation
Metro Utility Company
Moore & Company, Benjamin
Olson Rug Company
Warner Mfg. Corporation

INSURANCE & FINANCIAL

American Progressive Health Insurance Company of New York
Chase National Bank of the City of New York
Harris, Upham & Company
Kidder, Peabody & Company
Manufacturers Trust Company
Metropolitan Life Insurance Company
North American Accident Insurance Company
Union Dime Savings Bank

RETAIL ESTABLISHMENTS

Conformal Shoes (Division of: International Shoe Company)
Diane Beauty Salon
DuPont

Oakite Products, Inc.
Procter & Gamble Company
Sapolio Products Company
Simoniz Company
Zippy Products, Inc.

TOBACCO PRODUCTS

Brown & Williamson Tobacco Corporation
Consolidated Cigar Corporation
Mail Pouch Tobacco Company
John Middleton
Philip Morris & Company, Ltd. Inc.
Reynolds Tobacco Company, R. J.
U. S. Tobacco Company

TOILET GOODS & COSMETICS

American Safety Razor Company
Armour & Company
Bristol-Myers Company
Chamberlain Sales Corporation
Colgate-Palmolive-Peet Company
Conte Products, Inc.
Doeskin Products, Inc.
Grove Laboratories (F. W. Fitch Division)
Manufacturers Marketing Company, Inc. (Unilever, Ltd.)
McKesson & Robbins, Inc.
Mennen Company
Noxzema Chemical Company
Potter Drug & Chemical Company
Procter & Gamble
Rock Ledge Laboratories, Inc.
Rolls Razor, Inc.
Schieffelin & Company (Unilever Export, Ltd.)
Semler Company, R. B.
Whitehall Pharmacal Company

MISCELLANEOUS

Ad Astra, Inc.
Albin Enterprises, Inc.
American Airlines
American Medical Association
Amsterdam Sales Company
The Anderson Company
Bear Ridge Lake
The Bookhouse for Children
Boxcraft of New Jersey
Bulova Watch Company
Burlington Miles
Cat's Paw Rubber Company
Cheerful Card Company
Christy Chemical Company
Cline's Rug & Furniture Service
Essex Rug Cleaning Company
Hudson Rug Cleaning Company
Colonial Airlines
Concourse Music Shop

Minnesota Mining Company
National Carbon Company
National Physicians Electronic Equipment Labs, Inc.
New Jersey & New York Passboc Company
New York Daily News
New York Herald Tribune
New York Journal-American
New York Mirror
New York Telephone Company
New York Times
New York World-Telegram & Su
Northern Electric Company
Oliver Nursery Farms, M.
Olson Company
Omnibook, New York
The Perfect Circle Company
Philadelphia & Reading Coal & I Company
Pilot Radio Corporation
Prentice-Hall, Inc.
The Quaker Oats Company
Radio Offer Company
Radio Bargain Guild
Reserve Corps (Organized)
Robbins Music Corporation
Robinson Publications
Ronson Art Metal Works, Inc.
Rootes Motors, Inc.
The Senak Company
Stern's Nurseries
Town & Country Gift Shop
Transcontinental & Western Airlines, Inc.
Try-Onn Patterns
Tunnel Advertising Company
Twentieth Century Air Coach System
U.S. Army Air Force
Vim Radio & Sporting Goods Sto
Westchester Racing Association
William H. Wise & Company
World Editions, Inc.
Yonkers Trotting Association,

XUM

NO FLYING SAUCERS IN RICHMOND

Military men often achieve
their objectives with secret weapons.

This is not true with advertising men.

Broadcast sales strategy, in particular,
calls for heads-up use of a time-tested media.

The Havens and Martin stations, for example,
have a unique record of sales achievements
in Richmond, the first market of Virginia.

Long years of experience in radio and television
have won for WMBG, WCOD, and WTVR
the confidence and loyalty of Richmond's populous
and prosperous market.

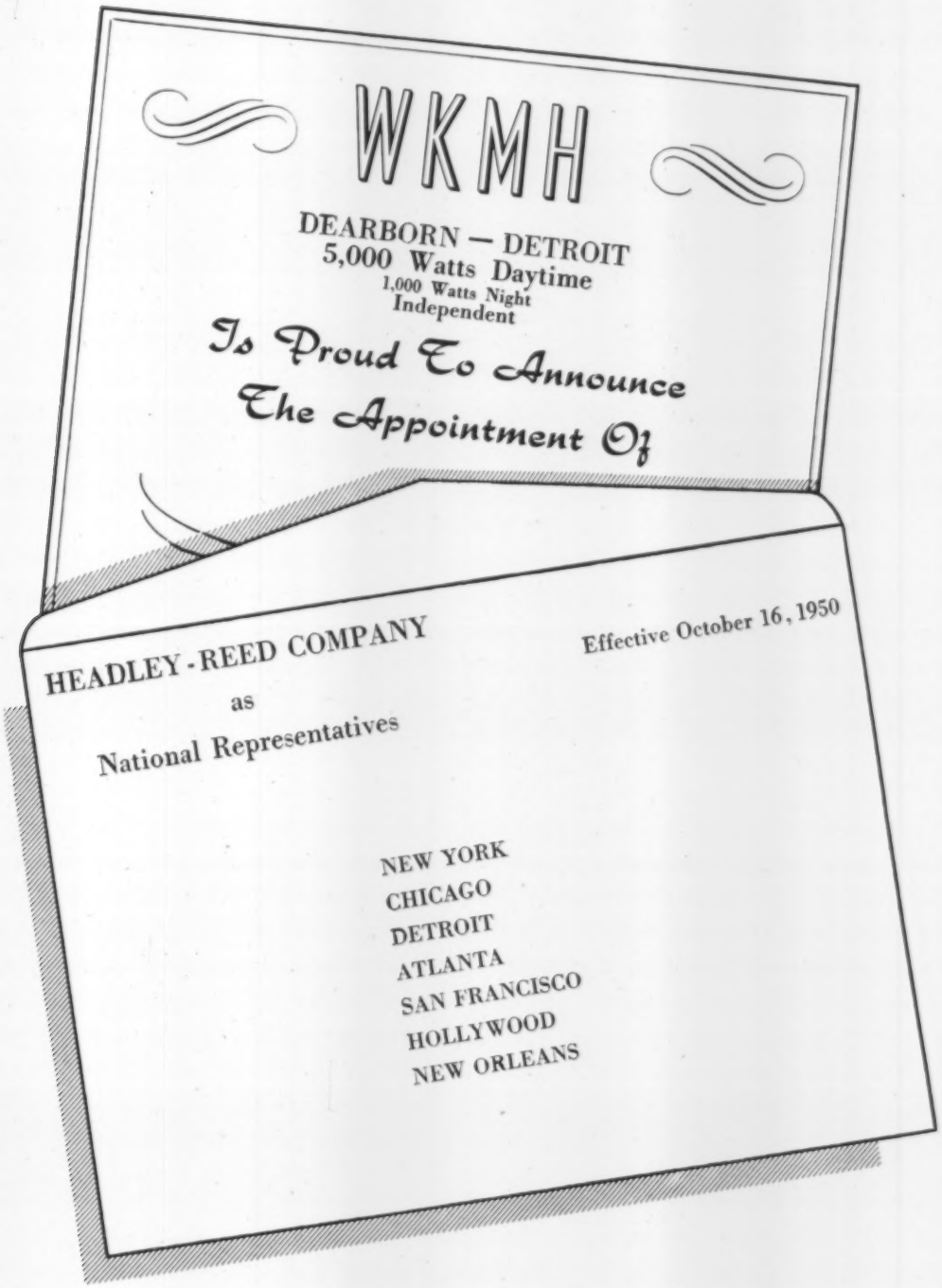
You can't overlook these result-producing
facilities in planning your fall and winter campaign.

Ask your nearest Blair man for the facts.

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.



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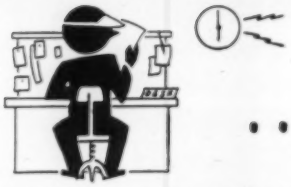
XUM



Closed Circuit

STRONG undercurrent for increased AM rates premised both on improved circulation and skyrocketing overhead apparent at NBC affiliates convention. Many stations reportedly had already invoked rate boosts, notably because newspapers are now making second-round increases averaging 20% over last year.

ANAHIST Co., Yonkers, N. Y., through Foote, Cone & Belding, New York, preparing extensive radio spot announcement campaign starting Nov. 8, in 121 markets for 17 weeks.

FCC LAWYERS and Commissioners will be watching radio-TV manufacturers' ads now that CBS color standards have been adopted. Any statements regarded as unfair or misleading, it's believed, will be referred to Federal Trade Commission for scrutiny and possible action.

NABET, heretofore independent union which first organized NBC, reportedly seeking to organize network employes along vertical lines. Scope would be networkwide, with white-collar workers, producers, news writers and talent included. NBC now has 3,000 employes—fewer than 1,000 organized.

WHETHER Harry C. Kopf, NBC sales vice president, will accept appointment as NBC San Francisco head in doubt last week. Close associates feel he should accept post, or one of two others offered him, because of health.

FCC DIDN'T get into its FM allocations case which has been on its agenda for past fortnight because of preoccupation with color and repercussions thereto. Since TV color and proposed regulations on equalization of network time are destined to hold its attention for some time, it isn't indicated yet when it will get to gist of FM problem, which covers such matters as Transit Radio, Storecasting and Muzak petition on "beep" services. Comr. Robert F. Jones, contrary to reports, hasn't made FM his *cause celebre*, but he's interested principally in what he calls well-rounded approach.

PROBLEM of manufacturers producing FM sets is fact that same receiver type tube used in these sets is also used in television sets selling at much higher prices. Since tube is in short supply temptation is great to use available tubes in more profitable TV receivers.

DEAL in works for sale of KCMJ Palm Springs, Calif., to Joe and Ted Gamble. Price around $60,000. Ted Gamble is theatre organization executive and during war directed bond campaign for Treasury. He's also with Elroy McCoy in ownership of KLZ Denver. No broker involved in sale of KCMJ by Dick Joy.

QUAKER OATS Co., Chicago, understood planning to buy quarter hour, 5:15-5:30 p.m. three times weekly on NBC-TV, in addition to current Sunday afternoon hour on same network with *Gabby Hayes Show* through Sherman & Marquette and *Zoo Parade* through Ruthrauff & Ryan.

H. G. (Babe) SMITH, vice president of Mc-

(Continued on page 82)

Upcoming

Oct. 23-24: NAB AM Radio Committee, NAB Hdqrs., Washington.
Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.
Oct. 26-27: NAB District 6, Roosevelt Hotel, New Orleans.
Oct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.

(Other Upcomings on page 26)

Bulletins

PURCHASE of approximately $40,000 of CBS and MBS network time for campaign addresses by Vice President Alben Barkley and Chairman William Boyle Jr. revealed Friday by Democratic National Committee. Vice President will speak in Cincinnati Oct. 27 over CBS, 9-9:30 p.m., and Chicago Nov. 3 over Mutual, 10:30-11 p.m. Mr. Boyle slated for Washington address Oct. 31 on CBS, 10-10:15 p.m. All addresses scheduled over full coast-to-coast (basic and supplemental stations) networks. Committee said decision expected momentarily on whether President Truman will address nation by radio on paid-partisan basis during campaign.

Business Briefly

D-F-S NAMED ● Spickelmier Co., Indianapolis, for Dr. Dri (moisture repellent spray for fabrics) names Dancer-Fitzgerald-Sample, New York, agency to handle its advertising effective Jan. 1.

KALAMAZOO SPOTS ● Kalamazoo Stove & Furnace Co., Kalamazoo, Mich., for electric and gas ranges, releases four more TV spots this week to dealers and distributors nationally for co-op sponsorship. Agency, Fulton-Morrissey, Chicago.

COLOR DECISION UNWISE, SPRAGUE SAYS ON CBS

COURTS will decide if $2 billion in TV sets sold to 8 million persons will be penalized as result of FCC color ruling, Robert C. Sprague, president of Radio-Television Mfrs. Assn. said on Oct. 22 broadcast answering charges made week before on same CBS facility by Frank Stanton, CBS president (early story page 54).

Mr. Sprague said black-and-white sets are better investment than ever and will be for years to come, saying right kind of color system isn't here yet and relatively few will be willing to pay for adapter-converter units. He said color broadcasts will be in fringe hours on one, or very few, stations.

General Tire, CBS Get Don Lee Network

SURPRISE BID by General Tire & Rubber Co., owner of Yankee Network, offering $12,320,000 for all stock controlling Don Lee Broadcasting System and KTSL (TV) Los Angeles was made and accepted Friday in Los Angeles Superior Court, with CBS to acquire KTSL in parlay sale.

General Tire's unexpected bid was law-required 10% above $11,200,000 offer of Hoffman Radio Corp. and associates which had been accepted by public administrator of Thomas S. Lee estate—subject to court's confirmation—in preference to General Tire's original $10,525,000 offer [BROADCASTING, Oct. 9, 16]. General Tire offer was made by First National Bank of Akron, trustee of retirement plan for salaries of employes of General Tire and certain subsidiaries.

Thomas G. O'Neil, vice president of General Tire and vice chairman of Mutual, explained in statement issued jointly by General Tire and CBS that KTSL would be re-sold to CBS, upon FCC approval, and that Don Lee radio stations and network, to be retained by General Tire, will be under executive management of Willet H. Brown, now Don Lee president:

The purchase price was $12,320,000 but the Lee Corp. had substantially over $5 million in cash and quick assets.

Trustees of retirement plan, on approval of transfer of Thomas S. Lee Enterprises Inc. stock by FCC, plan to transfer radio stations to General Tire, and Television station in Los Angeles to CBS. General Tire, in transfer, will also acquire Don Lee Broadcasting System, Pacific Northwest Broadcasting Co., the Lee stock in MBS—of which Yankee Network, subsidiary of General Tire, is presently stockholder—and certain other assets.

Mr. O'Neil said, "Don Lee Network and stations will be under executive management of Willet H. Brown, now president of Don Lee, who has said that present Don Lee management group will continue.

"As owners of largest regional network in New England," Mr. O'Neil continued, "we are highly pleased with the opportunity this purchase will give us to take part in continuous expansion of the empire of the West."

CBS will acquire television station KTSL, on Channel 2, and will be required under FCC rule to dispose of its present 49% interest in KTTV Inc., of which 51% is owned by *Los Angeles Times*.

Under joint agreement between CBS and General Tire, Columbia acquires additional space and facilities in Don Lee Bldg. which it has long needed for its expanding radio and television activities in Hollywood.

Under FCC's duopoly rules, authorities said, General Tire will be required to dispose of one station. There was no indication whether it would be one of Don Lee group—which will continue under same name—or one of Yankee group.

Consideration involved in sale of KTSL to CBS—which has long sought its own Los Angeles TV outlet—was not disclosed.

Don Lee stock in Mutual approximates 19%—substantially same as already held by General Tire.

New bid by General Tire was obvious surprise to Hoffman group, who secured a minute recess for hurried conference after it was entered. Presiding Judge Newcomb Condee then announced sale to General Tire, subject to FCC consent. Cashier's check for 5% of sale price was deposited by Elliot H. Prentice of Hill, Farrer & Burrill, representing purchaser.

In addition to radio and TV properties, Lee estate included $5¼ million cash reserve from recent liquidation of Don Lee Cadillac agencies and other properties. Don Lee owns and operates KHJ-AM-FM Los Angeles, KGB San Diego, KDB Santa Barbara, and KFRC San Francisco, and has 16 California affiliates with 25 affiliated through Pacific Northwest Broadcasting System.

Washington law firm of Pierson & Ball representing General Tire and Yankee, participated in handling of successful bid.

It's common knowledge that some stations deliver listeners at a really low cost per 1000 coverage . . .

in Chicago —it's WLS (50,000 WATTS)
in Shreveport —it's KWKH (50,000 WATTS)
in Tulsa —it's KVOO (50,000 WATTS)
in Dallas —it's WFAA (50,000 WATTS)
in Fort Worth —it's WBAP (50,000 WATTS)
in San Antonio —it's WOAI (50,000 WATTS)

and in Kansas City it's KCMO!

Yes, Mr. Timebuyer . . . as Kansas City's one and only 50,000 watt station, KCMO sends your message far and wide over Mid-America! For inside KCMO's 213-county measured ½ mv. area are almost 5½ million prospective listener-buyers. How's that for coverage?

With KCMO's supercharged signal is coupled that all-important intangible of superior programming . . . that keeps Mid-America listeners tuned-in at the 8-TEN spot. Combine these factors with KCMO's low rates and you see a bargain in radio coverage that can't be matched. Reach Mid-America's millions at a low-low cost per thousand . . . via KCMO!

To sell Mid-America's millions . . . center your selling on KCMO

One Does It - in Mid-America!

ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

KCMO

KANSAS CITY, MISSOURI
Basic ABC station for Mid-America

National Representative:
THE KATZ AGENCY

50,000 WATTS *Daytime*
810 kc. *10,000 watts night*

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* **STAFF:** David Berlyn, Lawrence Christopher, Mary Cross, Wilson D. McCarthy, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775,* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Announcing the Opening of RADIO CENTER

NEW HOME OF

WKBW

YOUR WESTERN NEW YORK SALESMAN

25th Anniversary - October 27th

RADIO CENTER — WKBW's new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW's 50,000 watt TRANSMITTER in Hamburg, N.Y., and RADIO CENTER are the broadcasting show places of Western New York.

Your FIRST Choice

FIRST IN POWER — Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES — WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS — Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker. Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS — Top coverage of local and national sports with Bill Mazer, Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT — WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Hillsdale Hillbillies, Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. We Know Buffalo's Wishes.

FIRST IN PUBLIC SERVICE — WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE — WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's FIRST Station!

WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS . .

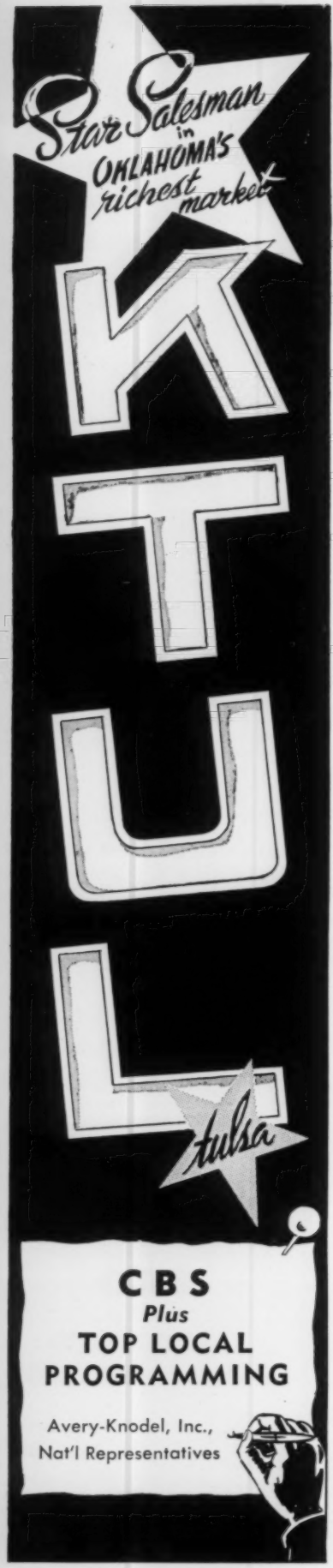
AVERY-KNODEL

National Representatives

ABC NETWORK

CLINTON H. CHURCHILL

Founder, President and Manager



Anniversary Open Mike

EDITOR, BROADCASTING:

Congratulations on your terrific 20th anniversary issue of BROADCASTING-TELECASTING.

It was one of the finest reviews that I have ever seen and just more evidence of the splendid job you are doing and the service you are rendering to radio and television.

Phil Alampi
Radio Farm Director
WJZ New York

* * *

EDITOR, BROADCASTING:

I spent a delightful hour and a half going over your 20th anniversary issue this week. It was a wonderful job.

Since BROADCASTING was started but a scant few months from the time I entered radio, I feel particularly close to it, because I don't think I ever missed a single issue since its inception.

Deepest congratulations to you and your wonderful staff, Sol, and may you carry on for another 20.

Murray Arnold
Program Director
WIP-AM-FM Philadelphia

* * *

EDITOR, BROADCASTING:

You and your entire staff of BROADCASTING-TELECASTING deserve heartiest congratulations for the 20th annuiversary issue of the magazine. The most comprehensive and excellent way in which the progress of broadcasting and television during the past score of years has been portrayed is in itself the evidence as to how and why your magazine stands out as the foremost publication in the radio field.

The 20th anniversary issue is truly the history of broadcasting, and demonstrates why BROADCASTING-TELECASTING is so universally termed the bible of the radio broadcasting industry. Again may I extend my most sincere congratulations and my very best wishes for the years ahead.

Roland C. Davies, Editor
Telecommunications Reports
Washington

* * *

EDITOR, BROADCASTING:

May the next 20 years be as fruitful and as historical for you as the immediate past 20.

Walt Dennis
Asst. to the Vice Pres.
Allied Purchasing Corp.
New York

* * *

EDITOR, BROADCASTING:

As one writing guy to another, permit me to congratulate you on the splendid job you did in getting out that 20th anniversary edition.

Anybody who wants to know why BROADCASTING is the "bible" of the industry need look no further for his answer.

I'm looking forward to your 50th anniversary edition, on which I'm sure you've already started to work.

Bill Gold
"The District Line"
The Washington Post

EDITOR, BROADCASTING:

SO HELP ME HANNA IT'S 20. HOW YOU COULD HAVE PROSPERED SO WITH WHAT WE HAVE PAID YOU WE'LL NEVER KNOW. PERHAPS IT'S OUR DEEP AND ABIDING FAITH AND LOVE COMBINED WITH SUCCESSFUL RADIO STATION'S INTELLIGENTLY SPENT MONEY. WHATEVER THE CAUSE YOU DESERVE IT. SERIOUSLY I KNOW OF NO INDIVIDUAL OR INSTITUTION WHO HAS SERVED OUR INDUSTRY SO WELL. YOU HAVE BEEN CRITICAL, CONSTRUCTIVE AND EFFECTIVE. RADIO OWES YOU MUCH. CONGRATULATIONS.

Michael R. Hanna
General Manager
WHCU Ithaca, N. Y.

* * *

EDITOR, BROADCASTING:

Please add my hearty congratulations to the many you must be receiving on the anniversary issue just out. It tells a thrilling story that brings back a lot of memories. It is a grand job which, I may add, is not at all unusual for you and your able staff.

A. F. Harrison
Special Representative
United Press Assns.
Washington.

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON YOUR 20TH YEAR OF SERVICE TO THE BROADCASTING INDUSTRY.

John S. Hayes
Vice President
WTOP-AM-FM-TV
Washington

* * *

EDITOR, BROADCASTING:

I notice in the introduction to "Two Exciting Decades" that your staff has grown from 6 to 60, your paid circulation from zero to 16,000, etc.

However I note with equal satisfaction something that hasn't grown. It is the size of your hatband which I think is pretty much the same as it was when you were a copy boy down at the AP in Washington.

For this I also salute you.

Robert D. Heinl
Heinl News Service
Washington

* * *

EDITOR, BROADCASTING:

The 20th anniversary issue was swell. Going over it produced a liberal feeling of nostalgia—seeing references to Hettinger in 1932, noting the sales figures for last years—recalling old battles shared and the fun of pioneering. It was fun—and the best of it was ending friendships. Let's keep it

Herman S. Hettinger
Consultant
New York

* * *

EDITOR, BROADCASTING:

First, I should like to add my congratulations to the thousands that must be pouring in on you anniversary. As a staff announcer I have found BROADCASTING to invaluable in keeping up with the trend in radio throughout the country. I am young in radio with much to learn. In the year and half that I have subscribed BROADCASTING, I have picked many tips and program ideas as well as news of the trade. I hope to continue to be a subscriber when (and if) I reach my 20th year in radio.

Allan Jefferys
Announcer
WFPG Atlantic City.

* * *

EDITOR, BROADCASTING:

NOW THAT THE PRODIGY IS APPROACHING MANHOOD WE WISH YOU ALL THE SUCCESS THAT YOUR CHILDHOOD CAREER FORECASTS. CONGRATS FROM ALL OF US.

Henry J. Kaufman
Henry J. Kaufman & Assoc.
Washington

* * *

EDITOR, BROADCASTING:

May I be among the many hundreds of friends of you and BROADCASTING magazine to wish you even greater success in the next 20 years than you enjoyed during the first 20.

Harold R. Krelstein
Vice Pres. & General Mgr.
WMPS Memphis

* * *

EDITOR, BROADCASTING:

Please accept our belated congratulations on the occasion of the 20th anniversary of BROADCASTING-TELECASTING magazine.

May you continue to serve the industry as successfully in the future as you have in the past.

Jerome M. Landay
Program Director, WAER
Radio-Television Center
Syracuse U.

* * *

EDITOR, BROADCASTING:

The congratulatory message

from the really important people in the industry make an impressive tribute to you and the fine job you have done. There are also many of the less important who would like to add their voices to the general acclaim. As one of them, may I salute you again, as I have in the past, for maintaining supremacy without sacrificing basic values. It is no small achievement in the field you represent. May the coming years be kind to you.

Clarence L. Menser
WJBS, John B. Stetson U.
De Land, Fla.

* * *

EDITOR, BROADCASTING:

I am one of those who believe in giving credit where credit is due, and I want to take this opportunity of expressing my appreciation to you for the remarkable service that BROADCASTING has rendered me personally as well as the industry as a whole over the past years.

I have been directly connected with radio since 1937, and find that your magazine is almost indispensable to my well-being as a broadcaster.

As this is your anniversary I extend my best wishes to you and commend you for the unbiased and fair policy that you have used. It is men like you who make broadcasting more enjoyable and profitable. Again, good luck, and continued success.

Glacus G. Merrill
President
WHAR Clarksburg, W. Va.

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON YOUR 20TH ANNIVERSARY ISSUE. THOROUGHLY ENJOYED THE 1931 WCCO AD. BEST WISHES TO YOU AND YOUR FINE STAFF.

Tony Moe
Sales Promotion Mgr.
WCCO Minneapolis

* * *

EDITOR, BROADCASTING:

THE MYCALEX FOLKS AT CLIFTON EXTEND HEARTIEST CONGRATULATIONS ON 20TH ANNIVERSARY OF BROADCASTING - TELECASTING PREDICTING LONG LIFE AND ACTIVITY FOR THIS VIGOROUS PUBLICATION.

Personnel
Mycalex Corp. of America
Clifton, N. J.

* * *

EDITOR, BROADCASTING:

Again I owe you a couple pages of thanks and congratulations, first of all on your 20th anniversary, which has certainly seen BROADCASTING (and you) grow from a darn smart infant to a wise old giant; and secondly, on the terrific anniversary issue which should have made you and all your staff mightly proud, as it did all of us.

Frank E. Pellegrin
Vice President
Transit Radio Inc.
New York.

new business

RHODES PHARMACAL Co., Cleveland (Imdrin), to spend $1 million in sponsoring MGM Radio Attractions syndicated program, *The Story of Dr. Kildare*, over 150 stations starting last week in October. Agency: O'Neil, Larson & McMahon, Cleveland.

MEYER 1890 BEVERAGE Co. (club soda, pale dry ginger ale and 1890 fruit beverages), N. Y., appoints Joseph Katz Co., same city, to direct advertising. Radio will be used.

HECHT Bros., Baltimore, names Franklin & Gladney Inc., N. Y., for TV promotions, effective Oct. 30. **Norman Gladney** is account executive.

BARR LUMBER Co., Santa Ana, Calif., and J. J. HAGGARTY, women's store, L.A., appoint Ross Gardner & White Adv., L.A., to direct advertising. Barr will use radio and TV in future. Haggarty's using one-minute live spots on KTTV (TV) Los Angeles.

A. C. GILBERT Co. (model trains) sponsoring series of educational TV films "The American Flyer Boys Railroad Clubs" produced by Transfilm Inc., N. Y., to go on 60 TV stations beginning Oct. 28. Agency: Charles W. Hoyt Co., N Y.

MAINE SARDINE PACKERS Assn. appoints Brooke, Smith, French & Dorrance, N. Y., for national merchandising and advertising program. Spot radio and participations planned.

ACME BREWERIES, S.F., announces intensive campaign to introduce Acme's new "million dollar gold beer label." Radio-TV will be used. Agency: Foote, Cone & Belding, S. F.

WISCON PRODUCTS Inc., Racine, Wis. (Dri-Cool briar pipe), buying viedo spots in ten markets, through Christmas. Pipe with thermostat element was introduced last spring in TV tests in Milwaukee and St. Louis. Agency: Hamilton Adv., Chicago.

BORDEN CO., N. Y., looking for thrice-weekly quarter-hour television show. Agency: Young & Rubicam, N. Y.

MANISCHEWITZ WINE, N. Y., preparing radio and TV spot campaign through its agency, Donahue & Coe, N. Y.

Network Accounts . . .

BLATZ BEER (Schenley Distributors) to add about 20 markets to present list of stations carrying *Broadway Open House* on NBC-TV. Agency: William Weintraub Co., N. Y.

Adpeople . . .

IRWIN H. ROSEMAN, promotion manager Casmir Adv. Co., N. Y., to Helbros Watch Co., N. Y., as advertising director.

EDITOR, BROADCASTING:

If the President of the United States can take time to send congratulations to you on your 20th anniversary, it certainly is right and proper that a radio station in its 20th year should mark your accomplishments with a note of congratulations and good wishes for lots more.

I hope that everything is progressing nicely and that the coming years will bring much success and happiness.

John M. Rivers
President
WCSC-AM-FM Charleston, S. C.

EDITOR, BROADCASTING:

. . . I know that without BROADCASTING magazine, the radio industry would not be the same as it is today, as no other medium has done so much for the industry as your informative trade paper.

Odes E. Robinson
General Manager
WVMI Biloxi, Miss.

* * *

EDITOR, BROADCASTING:

Congratulations and many happy returns on BROADCASTING's 20th anniversary. It seems hard to be-

(Continued on page 10)

On Labor Day **WORD** marked its tenth year of service to the people of the thickly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

SPARTANBURG

● See HOLLINGBERY

open mike

FM—Pro & Con

EDITOR, BROADCASTING:

I've never believed "dead duck" was a synonym for FM. I am pleased to note that your authoritative and comprehensive report on "FM's Pulse Beat" in the Oct. 9 issue of BROADCASTING encourages others to believe as I do.

Edward L. Sellers
Directors, FM Department
NAB
Washington

* * *

EDITOR, BROADCASTING:

We at WABF were naturally very much interested in your lead-off story [Oct. 9] "FM's Pulse Beat" by J. Frank Beatty. The optimistic note sounded in the story based on the facts he pulled together and the meeting of the NAB this summer (which happened to be called at my personal instigation) is one of the first affirmative signs of FM's inevitable turn of the road forward that has been published. Bravo! . . .

Some leaders of the broadcast industry and some former FCC Commissioners (who shall go nameless) know that the frustration of FM is no accident. It was a part of a well-conceived plot that almost succeeded. . . .

. . .The manufacturers are beginning to see it is a profitable market just as advertisers and advertising agencies are gradually coming to pierce through the iron curtain drawn over FM.

Fortunately WABF has been able, through a unique programming format which offers a different service to people in the most highly concentrated radio market in the world, to build a place for itself and to establish an economic basis which is as sound and secure as FM and the programs we provide to all the people who want them.

Ira A. Hirschmann
President
WABF (FM) New York

* * *

EDITOR, BROADCASTING:

. . . I would like to congratulate you on your very fine story of "FM's Very Lively Pulse Beat" in the Oct. 9 issue of BROADCASTING-TELECASTING. I certainly agree with you 100%. . . .

Bob Culp
Commercial Manager
WFOW (FM) Madison, Wis.

* * *

EDITOR, BROADCASTING:

ADVISE SOONEST COST FOR QUANTITY COPIES FM PULSE BEAT STORY IN [Oct. 9] ISSUE.

B. J. Bush
WDOD
Chattanooga, Tenn.

* * *

EDITOR, BROADCASTING:

. . . It may seem strange to you that an independent FM broadcaster should resent a lead story which casts a favorable light on FM. I don't resent it except that I think it's about time the FM broadcasters stop kidding themselves with phony figures calculated to make things look rosy when they are not. . . . I contended that the AM broadcasters who have treated FM like a step-child are the basic reasons for FM's plight. Is there anything libelous in saying that? . . .

. . . Until the FCC does something to force the hands of AM stations holding FM permits, FM will just dawdle along grasping straws such as storecasting, transcasting, etc., but never replacing AM entirely. It will only serve to fill the holes in AM coverage. Ergo: If you own an FM station only, better latch on to an AM frequency and swim with both hands. . . .

Sol Chain
Manager
WBIB-FM New Haven, Conn.

* * *

EDITOR, BROADCASTING:

Congratulations on your very interesting FM story in the [Oct. 9] issue of BROADCASTING. I think you did an excellent job, and a very useful one. . . .

Milton B. Sleeper
Publisher, FM-TV
Great Barrington, Mass.

* * *

EDITOR, BROADCASTING:

Please accept our congratulations on your superb FM article in the Oct. 9 BROADCASTING. It is without a doubt the most complete unbiased analysis of the situation that has been published to date.

FM broadcasters have a lot to worry about these days. But evidently they can at least plan on BROADCASTING's being solidly behind them, right down the line. These days, that means a lot.

Your continued support will put FM where it belongs—on the top!

George W. Hamilton
FM Promotion
Syracuse, N. Y.

* * *

'Hitting Jackpot'

EDITOR, BROADCASTING:

Mr. MacLaughlin . . . asked me to convey his thanks and appreciation to you for the fine write-up [ON ALL ACCOUNTS] which appeared in BROADCASTING, Sept. 18.

There have been many men come into our office . . . to congratulate Mr. MacLaughlin, some of them he knew only well enough to say "hello" to in passing. It seems regardless of what business they are in, lawyers, accountants, etc., they all read BROADCASTING. Our mailman also told us he had read the article.

Mr. MacLaughlin said the Batavia radio station (WBTA) called him and congratulated him on "hitting the jackpot" in your magazine.

Thanks again for your "On All Accounts" sketch, it was very much appreciated.

Miss J. Andrea Connaroe
MacLaughlin Adv. Agency
Buffalo, N. Y.

* * *

Extensive Coverage

EDITOR, BROADCASTING:

Practically every one in the agency business here in New York with whom I have had contact, has referred to your biography of myself [STRICTLY BUSINESS, Sept. 25] and on a trip south last week-end agency and station men all mentioned the publicity that had appeared in BROADCASTING.

Lloyd G. Venard
General Manager
O. L. Taylor Co.
New York

* * *

'Sell Ourselves' First

EDITOR, BROADCASTING:

. . . Broadcasters are losing by default, in the battle of media, when networks and radio set manufacturers continue to go all-out for newspaper advertising. . . .

As a forerunner to a super-selling BAB, we seem to need to sell us to ourselves—the radio industry. . . . We in broadcasting have not sold ourselves. . . .

It should not be our purpose to unsell newspapers, or any other media. . . .

. . . We do believe . . . that "brains" of the industry are not producing the sales ingenuity—or the sales persistency—for which we little country boys in the industry are paying them, both positively and negatively—through low sales.

James J. Lever Jr.
WANS Anderson, S. C.

* * *

'Best in Field'

EDITOR, BROADCASTING:

Many thanks for your list of pre-testing organizations . . . which, to my mind, was just another example of the helpfulness and cooperation provided by the best publication in its field.

Robert S. Cragin
George R. Nelson Inc.
Schenectady, N. Y.

* * *

Cites Liaison Need

EDITOR, BROADCASTING:

. . . One practice that has developed within industry . . . is really getting under my skin.

That's the idea of salesmen from the various transcription companies coming into our fair city, calling on our top accounts, trying to sell them a program

This is confusing to the station as well as to the sponsor . . .

. . . My gripe is that a client will

(Continued on page 79)

Anniversary Open Mike

(Continued from page 9)

lieve that I have been reading your darned old book for 20 years, but the fact remains that I have hardly missed an issue since your very first.

My congratulations, however, aren't confined to the fact that you have been publishing for 20 years. You and BROADCASTING have served the industry well, lending editorial weight to the heading off of practices which left unchecked might have brought about disastrous results. Your pages have also served as a forum for the dissemination of ideas of others in the field and what I wish you at this time, Sol, is continued prosperity for a hell of a long time to come.

William Rogow
President
Neff-Rogow Inc.
New York

* * *

EDITOR, BROADCASTING:

CONGRATULATIONS ON 20TH ANNIVERSARY. THE INDUSTRY IS FORTUNATE TO HAVE YOU AS ITS OFFICIAL REPORTER. BEST WISHES TO ALL YOUR ASSOCIATES. REGARDS.

C. L. Thomas
General Manager
KXOK-AM-FM St. Louis

* * *

EDITOR, BROADCASTING:

My warmest congratulations on your 20th anniversary. There is no question that BROADCASTING-TELECASTING will be the same helpful servant to radio and television in the years to come under your fine leadership.

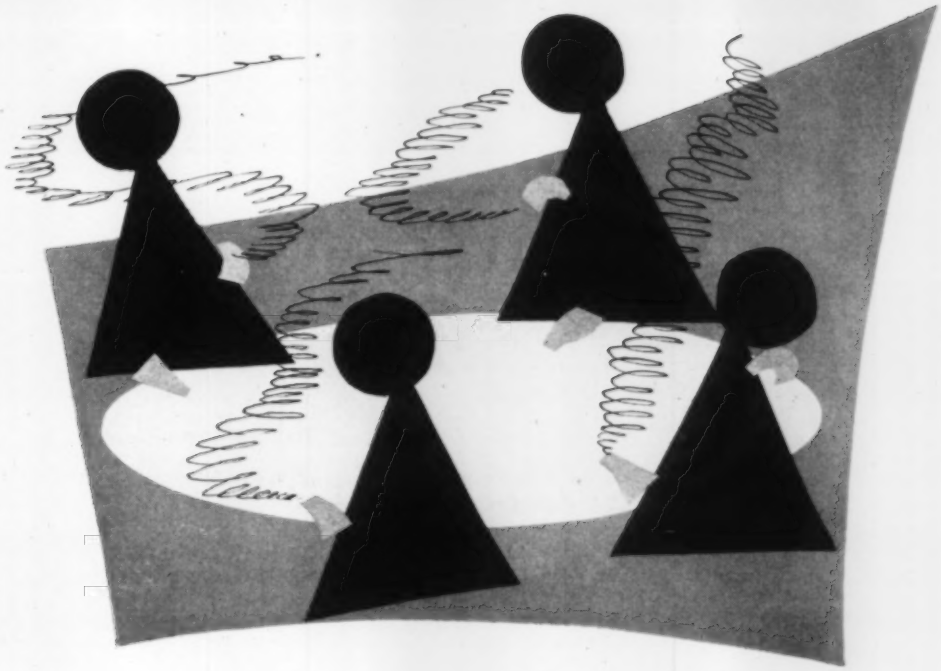
Robert E. Wasdon
Vice Pres. & General Mgr.
WLOW Norfolk, Va.

* * *

EDITOR, BROADCASTING:

May I join with the legion of your friends in broadcasting and television to say "thanks" for the exciting chronology of the past 20 years which arrived this morning?

Francis X. Zuzulo
Assistant Press Director
MBS
New York



To 4 guys around a conference table with a fifth in the background

● Gentlemen, relax a moment and refuel. As XYZ Company's Account Executive, you sir, are concerned about a sales slump. Perhaps it's only seasonal. *In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture* and *industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.*

● You, Mr. Research Director, may utilize unemployment figures to analyze markets. *More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the* lowest *trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.*

● And what about radio, Mr. Radio Director? You've been saying all along that you don't *have* to spend a million dollars. *Especially in Iowa, where t-l-v-s-n is just a poltergeist on the horizon, and radio starts its information-and entertainment job at sunrise.*

● Which brings us to you, Mr. Timebuyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—19,100 square miles (within the WMT 2.5 mv line) and over 1.1 million people. *A one-minute Class A commercial (52-time rate) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background*—the sponsor.

● The Katz Agency man will provide full data upon request.

WMT

CEDAR RAPIDS

600 KC

5000 WATTS

DAY & NIGHT

BASIC COLUMBIA NETWORK

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

agency

HERALD BECKJORDEN, vice president in charge of radio-TV production, media and research of American Assoc. of Advertising Agencies, to vice president, account executive and supervisor of radio-TV operations at H. B. Laquatte Inc., N. Y.

HARRY WOODWORTH, account executive ABC network sales, to Lennen & Mitchell, N. Y., as business manager radio-TV department.

GERALD J. WEIPERT, Brooke, Smith, French & Dorrance, Detroit to Luckoff, Wayburn & Frankel, same city, as radio-TV director.

ROY W. WINSOR to Biow Co., N. Y., in program development division. Was with Leo Burnett Co., Chicago.

LILYON W. LOUDEN, Geyer, Newell & Ganger, N. Y., to John Mather Lupton Co., N. Y., in public relations department.

L. C. DeFOREST, advertising and sales promotion manager for Hil

on all accounts

"I CAME to radio and television from a field where a 'guest shot' was a far less likely eventuality than a shot guest," explains William G. (Gerry) Martin, new television director of Duane Jones, New York.

Thus does he refer to his background in the hotel business that indirectly propelled him into his present position where he directs the spending of more than $1.5 million annually.

In 1934 Gerry's gifted work in hostelries captured the fancy of Bing & Bing, a public relations firm for hotels, who invited him to New York and his first job in publicity.

One year later he moved to NBC's promotion and publicity office, emerging ultimately as manager of guest relations there. At that point he took a year's leave to reorganize the public relations and sales department of the Lady Esther Co. He returned to the network in the spot sales division, transferring later to network sales.

In 1946 he forsook NBC again to join William Esty Co. as business manager in the radio department. When in 1948 the agency developed its television department Gerry moved over as one of the two top men in the video branch. Among the shows that he produced while with the agency were *Grand Ol Opry* on NBC, and the Paul White man show on ABC. He also super vised *Super Circus* for M & M Ltd (candy) and was creative hea for such clients as Camels an Piels beer.

In the middle of September this year Gerry became televisio director for the Duane Jone Agency. Presently he supervise the Manhattan Soap Co.'s (Swee heart soap & Blu White) networ show, *One Man Family* on NBC-T and such active T spot users as Pha maco (Chooz), Mue ler Co. (Mueller macaroni products Marlin Fire Arm (razor blades an guns), Internation Salt (Sterling salt Borden's instant h chocolate, and Hu son Pulp & Pape Co. (paper napkins With the acquisitio of Gerry Martin, th agency anticipates new surge of telev sion activity, bot network and local.

GERRY

Gerry maintains that since hi entry into television, the press time has compelled him to discharg honorably his hobbies photograph and oil painting.

The Martins—she is the forme Vera Deane, a professional vocalis —were married Dec. 16, 1944. The have three children, Virginia, Bar bara, and John. The family live in their own home in Pelham, N. Y.

beat

Brothers-Dromedary Co., N. Y., to Fred Gardner Co., N. Y., as account executive, merchandising coordinator and agency promotion manager.

STANLEY F. MERRITT, co-director of copy Albert Frank-Guenther Law Inc., N. Y., appointed director of copy.

ROBERT E. ANDERSON, executive in Buffalo office BBDO, named account executive for De Soto division of Chrysler Corp. account and manager BBDO Detroit.

BEN COLMAN, eastern sales staff *Esquire* magazine, to William H. Weintraub Co., N. Y., on contact staff for Schenley account.

RICHARD SMILEY, Foster & Kleiser, S.F., to Sawyer-Ferguson-Walker Co., S.F.

JAY BERRY to radio-TV staff Brooke, Smith, French & Dorrance, Detroit.

FRANK L. SHARPE, executive assistant to late **J. Sterling Getchell**, N. Y. advertising agency head, to Kenyon & Eckhardt as business manager of copy department.

WILLIAM CALLAHAN, Beaumont & Hohman, S.F., to West-Marquis Inc., S.F., as account executive.

W. BLAKE DENNIS to second vice president, and **R. E. GOURLAY** to director Vickers & Benson Ltd., Montreal.

MRS. MAXINE J. LORD, promotion director Amelia Earhart Luggage, to Grey Adv. Agency, N. Y., as copywriter.

HERBERT D. SCOTT, advertising and business manager and assistant to media director Colgate-Palmolive-Peet Co., to Carl S. Brown Co., N. Y. Will take over publication mail while **Christine Petrino** will remain in charge of radio purchases.

JANET WOLFE, copywriter for Compton Adv., N. Y., to Kenyon & Eckhardt Inc., N. Y.

EDWARD R. McNEILLY, radio-TV director Rockett-Lauritzen, L.A., to active duty with U.S. Air Force.

BRIAN DEVLIN, manager Montreal office Erwin, Wasey of Canada Ltd., named director of company.

HARRY W. MORRIS, Bill Vernor Adv. Agency, S. F., opens own agency with offices in Pacific Bldg., 821 Market, S.F. Telephone is DOuglas 2-7018.

GEYER, NEWELL & GANGER Inc., N. Y., contracts for approximately 12,000 square feet of additional floor space for its media, production-traffic and art departments and art studio. Agency is located at 745 Fifth Ave., N. Y.

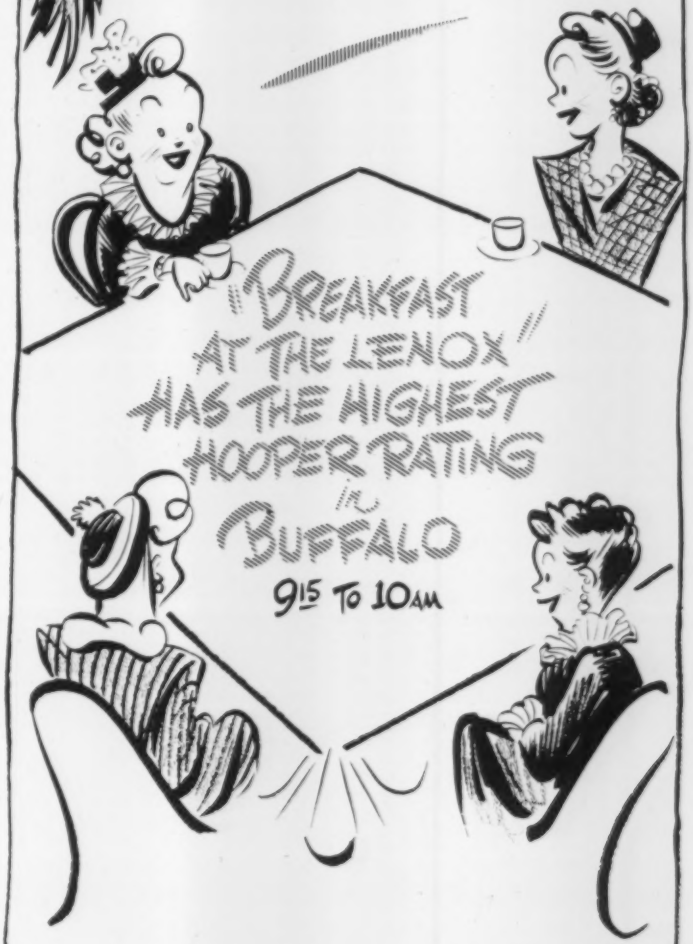
McCANN-ERICKSON Inc. moves L. A. office to General Petroleum Bldg., 612 S. Flower St., effective Nov. 1.

HARRY E. FOSTER Adv. Ltd., Toronto, building new two-story office building at 151 Alcorn Ave., Toronto. Cost estimated at $80,000.

JOHN WILLIAM ROSS Adv. moves to 821 Market St., S.F. Telephone remains YUkon 6-6906.

SARDINES FOR BREAKFAST?

. . . well, not exactly. But you can sell soup or sardines, meat or muffins, bread, butter or breakfast foods to housewives in Buffalo and Western New York through "Breakfast at the Lenox." Sold in ten-minute segments, this daily audience show is available two, three or five times weekly at relatively inexpensive cost. Get the whole story from Petry.



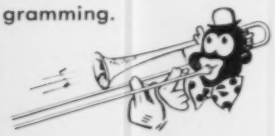
WBEN

NBC BASIC —— BUFFALO

DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be **your** selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and sound late-evening programming.



"Mac" McGarry's deft style at the mike is a new selling force all its own . . . augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too . . . ask WRC or National Spot Sales.

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC NBC

feature of the week

Can Openers are obtained from Miss California by these radio and television representatives (l to r): Hal Hoag, Free & Peters; Harry Wise, George B. Hollingbery Co.; Dick Elpers, CBS; Al Stanley, Scripps Howard.

* * *

WHEN "bigger and better" advertising plans are devised to merchandise Breast-O'-Chicken Tuna, radio and television will be used to advertise the product.

This was revealed recently to media representatives as they received and opened a "million dollar tuna pack." Occasion was a conference held in San Diego, Calif., by Norman Barnes, president of Barnes Chase Co., agency for Westgate-Sun Harbor Co., which packages the food. The agency announced an expanded advertising campaign for the next year on behalf of the product.

Labeled "A Million Dollars Worth O' Breast-O'-Chicken Tuna", a cornucopia filled with tuna tins served as a centerpiece of an elaborate display in the main

(Continued on page 36)

strictly business

RETAILERS who have been chronically hesitant about casting their advertising lot with sound broadcasting may do well to observe the radio-TV success story of Barker Bros., Los Angeles, which claims to be the largest home furnishings retail store in the United States.

Behind Barker Bros.' effective use of radio—and its more recent transition to television — stands Neil Petree, enterprising president of the store, who joined the firm in 1938.

No recent convert to spoken media, Mr. Petree had long had his own ideas and philosophy relating to the retailer's approach to radio, which he cultivated while in New York. Following his shift to the West Coast 12 years ago, he immediately applied his theories to Barker's new radio feature, *Backgrounds for Living*.

The quarter-hour, three-weekly program was aired over CBS' KNX Los Angeles for 10 years. In July 1949 it moved to television on KTLA (TV) Los Angeles on a once-a-week basis. The transition has proved to be a sparkling success of which Mr. Petree may well be proud.

Before he went to Los Angeles,

(Continued on page 68)

Mr. PETREE

Sales

ARE WAITING FOR YOU ON THE BUSY FLORIDA WEST COAST WHERE ANOTHER BIG WINTER SEASON HAS ALREADY STARTED.

Spots

YOU BUY ON

WFLA

GIVE YOU SOLID COVERAGE OF THE BIG TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA, AND POPULAR RESORT COMMUNITIES.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA
TAMPA

THAT THIS WORLD UNDER GOD SHALL HAVE A NEW BIRTH OF FREEDOM

The men and women and children of America have enlisted in a great Crusade for Freedom . . . . . Station WJR with its Mobile Studio brought the freedom scroll to thousands of Detroiters . . . . . WJR's part in this fight against aggression and tyranny is another act in public service, that all those engaged in radio are proud to perform.

50,000 WATTS

CBS

WJR

The Goodwill Station, Inc.
Detroit

760 ON YOUR DIAL

REPRESENTED BY PETRY

RADIO—AMERICA'S GREATEST PUBLIC SERVICE MEDIUM

On July 3, 1950, the following advertisement appeared on page 9 of BROADCASTING-TELECASTING

ADVERTISEMENT

An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Audience Ratings

Two Umpires Behind The Plate Isn't Any Good in Broadcasting, Either

WHAT any radio station needs most is an accurate count of its audience. What it needs least is *two* counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don't duplicate each other, then one or both are incorrect. Confusion results. It makes as much sense as having two umpires behind the plate—as well as two sets of rules.

Within the past few months both C. E. Hooper, who counts audiences via the telephone-coincidental method (Hooperatings) and Dr. Sydney Roslow, who counts audiences via the personal interview-aided recall method (Pulse Ratings) have appeared before the Radio Departmental of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. **Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey.** Mr. Hooper used it to show similarity in ratings produced in two *samples*, "telephone homes" and "cross-section homes." Dr. Roslow used it to show similarity in ratings produced by two *methods*, "roster recall" and "coincidental." Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximating par on the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Roslow that the telephone coincidental and the aided-recall methods are irreconcilable and *both* cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been puzzlement, bitterness and indecision, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense not of Mr. Hooper or Dr. Roslow—but of the broadcasting industry!

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of time, money, temper, ulcers, coronaries and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the sample.

2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., since each has a basic interest in the results.

3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper, Inc., and The Pulse, Inc. (first week of the month recommended).

4. That C. E. Hooper, Inc., and The Pulse, Inc., agree to furnish original field records, working material, interviewers' instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.

5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, *then Hooper is right and Pulse is wrong.* If it agrees with Pulse, *then Pulse is right and Hooper is wrong.* If it agrees with neither, *then both Hooper and Pulse are wrong.*

Isn't it better to settle this now, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity and confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The locale of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal.

If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the ANA, the NAB—all parties who, like us, are looking for the truth about audience ratings.

We mean business; we don't intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let's get back to one umpire behind the plate so we can get on with the ball game.

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
SAN FRANCISCO, CALIF.

As you can see, this was an all-type ad . . .
and with unusually heavy display, throughout
except on suppression of the date, [illegible]
when this ad appeared
of other [illegible]
[illegible] can
in BROADCASTING—only in [illegible]—just once.

that started on page 9

This one ad created such a stir and uproar in the radio and advertising business that mail is *still* being received three months afterwards. Letters have come from agency principals, time buyers, account executives, advertisers, station managers, heads of research organizations. They've all written, adding their reactions to Mr. Breyer's calmly-worded proposal.

Best of all—just as KJBS proposed—a committee *has* been formed. It is today making a sincere, determined effort to straighten out the conflicts between different types of listener surveys.

And Mr. Breyer (who started all this) writes: "*Our July 3 page in BROADCASTING-TELECASTING seems to have been a one-time shot heard 'round the radio world. The caliber of response from the elite of radio—from agencies, advertisers, stations and researchers. They called us by long distance and they wrote us.*

"*We knew BROADCASTING-TELECASTING was good, but we did not anticipate a bombardment. Without question, we are convinced that if it were not for the prompt and whole-hearted support accorded our ad via BROADCASTING, plus its intense readership among important people in radio, our proposal would not have achieved its goal of a fundamental check of research methods.*

"*Our hats are off to BROADCASTING, the publication that does the all-inclusive job.*"

* * *

That's typical. For 20 full years now, over 15,000 people in radio (including the top advertising and station executives) have turned constantly to BROADCASTING-TELECASTING for news of their field. These decision-makers are men who read each copy thoroughly—both editorial content *and* advertisements. Ample proof is their immediate response to KJBS' one-time ad.

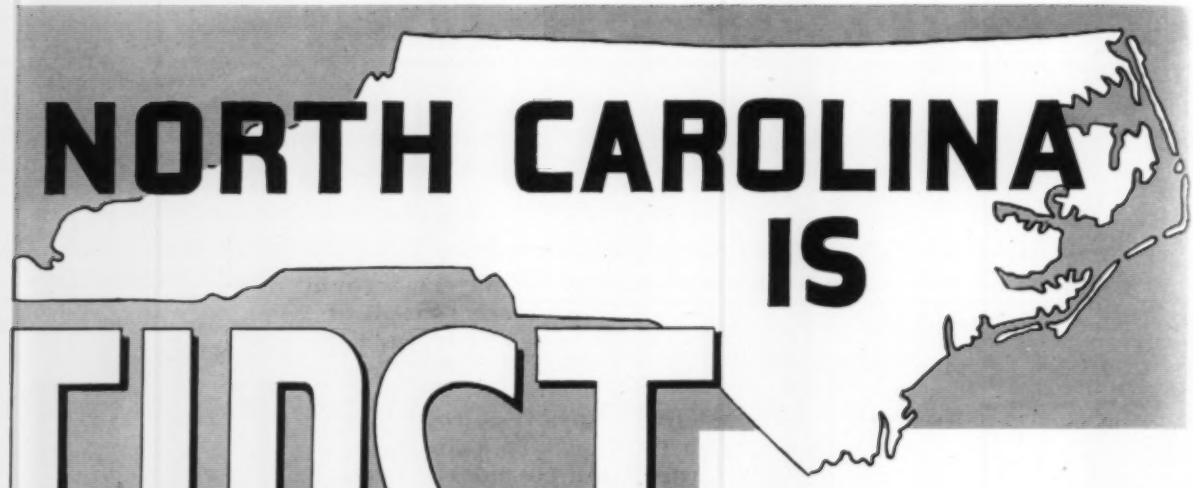
When you have a message aimed at time buyers, or at important station executives, place it where they are most likely to see and study it. And that, as the most successful advertisers will tell you, is in BROADCASTING-TELECASTING—the news magazine that's been first in the field for 20 years.

BROADCASTING TELECASTING

20th YEAR

National Press Building, Washington 4, D. C.

488 Madison Ave. New York 22 | 360 N. Michigan Ave. Chicago 1, Ill. | Taft Building Hollywood 28



NORTH CAROLINA IS FIRST

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS WPTF

also WPTF-FM

50,000 WATTS 680 KC NBC AFFILIATE RALEIGH, N. C.

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 17 WASHINGTON, D. C., OCTOBER 23, 1950 $7.00 A YEAR—25c A COPY

NBC CHARTS COURSE

Better Radio; All-Out TV Advance

By J. FRANK BEATTY

NBC AFFILIATE stations can look forward to increasingly popular network radio during the next few years, with TV continuing its rapid advance toward eventual dominance among all media, station operators were told at the fourth annual NBC convention, held Wednesday-Friday at Hotel Greenbrier, White Sulphur Springs, W. Va.

Some 450 management delegates were presented a network format designed to increase income from radio through a group of sales and programming projects. They also were warned that nothing can stop NBC-TV's onward rush—not even a series of regulatory jolts or the competition of other networks or other media.

Compared to some past NBC conventions, the Wednesday-Thursday formal proceedings were quite harmonious, aside from considerable criticism of a plan to make radio programs out of recorded sound portions of TV productions.

Affiliates United

If anything, recent regulatory actions in Washington seemed to have brought affiliates into closer relationship. This was reflected in the annual report of Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NBC SPAC committee. It appeared frequently during the meetings and again at a special Thursday afternoon session of TV affiliates. A joint radio-TV affiliate meeting was scheduled Friday morning.

For aural stations, the West Virginia meetings brought new and dramatic techniques designed to shake NBC loose from what was described as a quiet autumn selling season.

Charles R. Denny, NBC executive vice president, carried the ball for aural broadcasting, whose convention delegates indicated that they didn't want to be lost in the television shuffle. NBC was highly aware of this feeling and devoted the entire opening day's schedule to the older end of its business.

Aural stations were told NBC had invested $9 million in radio talent in the past year to insure program leadership and surround lavish production with highly salable programs of low cost and high popularity.

NBC made it very clear, however, that it felt TV will become the most important single influence on the American scene in the minds and opinions of people.

TWO-MAN huddle of affiliate member and network official between sessions of NBC affiliates meeting last week. Taking "breather" are Clair McCollough (l), president, WGAL Lancaster, Pa., and SPAC chairman, and Joseph H. McConnell, NBC president.

* * *

The network said it had over $35 million invested in current TV plant plans and predicted the visual medium would be more profitable than radio. NBC-TV is sold out at night, is selling the afternoon fast and will start serious sale of morning hours next.

Mr. Denny submitted his four-point plan to help advertisers get still greater values than present aural radio reached. This plan consists of four projects:

- Operation Tandem — rotating participation by six sponsors in five separate one-hour programs on different nights.
- Night and Day — three-advertiser participation in two daytime and one nighttime period on a rotating three-week schedule.
- Sight and Sound—three-advertiser rotating participation on a half-hour TV program and half-hour radio program.
- This Is Television—new type of "radio" show consisting of taped excerpts of sound highlights of six big TV shows, to be sold to the respective TV sponsors.

Plans Joint Use

This last plan fits into the NBC theme that joint use of radio and television provides the best possible advertising purchase.

It drew frequent and sometimes explosive reaction from sound broadcasters who said they would not ballyhoo television to their listeners by this means and thus cut their own throats.

Suggestion was made that the idea be modified to leave television

(Continued on page 20)

FUEL FOR BAB

NAB Group Maps Super Project

REVITALIZATION of Broadcast Advertising Bureau as a full-fledged, fighting sales-promotion agent for aural broadcasting moved a step nearer realization last week as NAB's special board committee ironed out legal kinks involving organization of BAB Inc. under New York State's corporation laws.

Still hanging fire was appointment of a permanent BAB director, at an approximate $35,000 per annum salary, to guide the sales promotion bureau through the early stages of its semi-autonomous separation from NAB.

Selection of a prominent broadcasting executive and BAB's projected overall operational plan, as well as financial and staff requirements, are now under study for action by the special committee. It was not immediately known when the BAB group would convene, though a meeting is scheduled to be held in Washington shortly.

Members of the BAB Committee, who acted as incorporators of the new bureau, are serving as temporary board of directors pending election of a "new and representative" board by BAB member subscribers.

Matter of Speculation

Who would direct the industry's refurbished sales arm was a matter of speculation at week's end, though it was known that a prominent radio executive would be tendered the position.

Two or three prospects appeared to have ruled themselves out as possibilities following the BAB Committee's meeting in New York last Tuesday and Wednesday under chairmanship of Robert D. Swezey, WDSU-AM-FM-TV New Orleans.

The new director would succeed Hugh M. P. Higgins, who has been serving as interim head of BAB since he replaced Maurice B. Mitchell this summer [BROADCASTING, Aug. 21]. Mr. Higgins, former vice president and general manager of WMOA Marietta, Ohio, assumed the duties with the understanding that the new corporation would be free to name its own director. Mr. Mitchell, who left BAB to join NBC, is now associated with Associated Program Service.

Edgar Kobak, consultant and part-owner, WTWA Thomson, Ga., who previously had been mentioned to take over BAB's reins on a temporary basis, told BROADCASTING he definitely would not be avail-

(Continued on page 75)

NBC annual meet had its lighter moments as evidenced by this gathering of network and affiliate representatives (l to r): H Quenton Cox, KGW Portland, Ore.; Harry C. Kopf, NBC vice president in charge of sales; Paul W. Morency, WTIC Hartford, Conn., and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

THIS foursome, appearing against backdrop of network promotion mate at NBC meeting, include (l to r): W. A. Wilson, WOPI Bristol, Tenn.; Er Graham, Clay Littick, and Vernon Nolte, all WHIZ Zanesville, Ohio

NBC Charts Course

(Continued from page 19)

out of the title and perhaps minimize TV mention on the sound broadcasts.

Mr. Denny told BROADCASTING he thought the format should not be changed materially and felt the sound broadcasters' objections perhaps were hasty. He said emphasis could be shifted from TV in the title.

Most of the Wednesday-Thursday criticism was expressed off the convention floor since the program consisted principally of prepared presentations by NBC executives.

A last-minute addition to the Thursday morning TV program was a discussion of legal and regulatory problems facing TV. John Cahill, NBC board member and counsel, reviewed the color TV situation and the proposed new FCC rule restricting TV network affiliation hours. On the latter rule, Mr. Cahill suggested all licensees have a duty to inform the FCC about their feeling on the subject.

The new FCC rule runs counter to the U. S. Supreme Court decision upholding the FCC's decade-old network monopoly rules, it was suggested. These regulations had sought to prevent network monopoly by limiting the maximum affiliation hours. Now FCC's philosophy has shifted to limitation of both maximum and minimum hours.

'Temporary' Rules Hit

It also was noted during the discussion that many of the so-called temporary Commission rules tend to become permanent.

Clay Littick, WHIZ Zanesville, Ohio, warned delegates whose properties are affiliated with newspapers that the next industry FCC may go after may be newspapers.

With NBC's television plans already facing the color and restrictive-affiliation hurdles, delegates were apprised Thursday noon that FCC had tossed a third bomb in the form of a scheduled investigation of AT&T's allocation of networking facilities. Delegates were not prepared to speculate on its effect until more details were available.

The TV affiliates adopted a resolution at the Thursday afternoon session, calling for substitution of a dollar formula for allocation of hours to the network in lieu of the present plan. Suggestion was made that an independent auditor handle the allocations.

During discussion it was explained that whereas a station might have allocated 30 hours to NBC-TV at, say, $200 an hour a year ago, the card rate now has been increased to $400 an hour and therefore the formula should be changed.

In any case, network and station officials agreed they had several common fights on their hands and the need for cooperative effort was emphasized.

Among encouraging signs in the sales' side of radio and television was the prediction that some three million persons will have been added to civilian payrolls by next spring, with consumer income in 1950 to be $6 billion over 1949. Satisfied they have a commanding lead in TV and the strongest aural radio structure, both from program and facilities view points, NBC wound up its presentation with the belief it had been the most successful of the four annual conventions.

Easily the high spot for aural broadcasters was the presentation by Mr. Denny of the four "new and revolutionary radio sales methods devised by NBC." These methods, he said, will permit advertisers at minimum cost to obtain "high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights."

First step in the four-point program for radio, Mr. Denny said, is Operation Tandem, of which NBC stations had learned in a closed circuit talk. This plan offers six advertisers high rotational and circulation exposure through participation in five separate one-hour program periods on different nights of the week. "What we are sell is mass circulation, and we selling it at a very low cost," said. "We are convinced that is the direction radio must take capitalize on its strength."

Three variations of Operat

(Continued on page 30)

Drawn for BROADCASTING by Sid Hix

"Here's something new—a premium molded out of ice. It's self-liquidating!"

BROOKS, SMITH

Get NBC Vice Presidenc

TWO vice presidential appoi ments at NBC were announc Wednesday by President Joseph McConnell at the network's fou annual convention, held at Hotel Greenbrier, White Sulph Springs, W. Va.

William F. Brooks, formerly president in charge of news special events, was promoted vice president in charge of pu relations.

Carleton D. Smith, director television operation, is slated to come vice president in charge station relations, a new post. McConnell said he would rec mend election of Mr. Smith at NBC board meeting in Novem

Sheldon Hickox now serves director of TV station relati Easton C. Woolley has resigned director of AM station relati to become vice president of KD Salt Lake City. Mr. McCon paid tribute to Mr. Woolley in m ing announcement of the presidential appointments.

The vice presidencies are p of NBC's continuing expansion operations, Mr. McConnell said

In his new position Mr. Bro will have direct supervision press, information and contin departments and maintain liai with news and special events well as advertising and promot departments for both radio television.

Mr. McConnell voiced pleas at his ability to make the appointments within the organi tion and said creation of the post for Mr. Smith places stat relations at its highest within company organization.

NARBA ON ROCKS

Mexican Delegation Withdraws

MEXICO's delegates withdrew from the NARBA conference last week, shattering hopes that a unanimous North American agreement on AM channel rights could be reached at this session.

The Mexican departure spurred efforts to achieve a multi-lateral agreement among the remaining nations, however, and observers Friday appeared still hopeful that the key stumbling-block in the path of such a treaty—the persistent differences between the U.S. and Cuba—may yet be overcome. But U.S. authorities were insistent that any agreement provide adequate protection to U.S. interests.

If the U.S. and Cuban delegations reach a basic accord, an agreement satisfactory to the other nations seemed virtually assured. Despite her walkout, observers felt Mexico would be given a chance to subscribe to any treaty that is evolved in her absence.

It was thought, however, that agreement must come soon or not at all—at least at this session. All of the foreign delegations—Canadian, Cuban, Dominican and Bahaman-Jamaican—have made clear their desire to return home as soon as possible.

With Mexico's retirement, the prospect of cutting bandwidths from 10 to 9 kc — which loomed large early in the week as the only alternative to complete failure of the conference—appeared to have been pushed aside, at least for the present.

There remained a probability that machinery would be established to study such a plan as the basis for future negotiations. But it was conceded that the study itself would take much time, and both Mexico and Cuba were fearful about the interference that would result from adoption of 9 kc separations in the North American nations while Central and South American countries continue to operate on a 10 kc basis.

Plenary Session Problem

The 9 kc question, which no country including the U.S. wanted to propose officially [BROADCASTING, Oct. 16], was formally raised in an emergency plenary session Monday after Mexico and the U.S. had again failed to come to any fundamental agreement on their differences.

It was decided then that the conference Steering Committee would meet Tuesday to discuss procedures looking to a survey of the possibilities of 9 kc separation as a means of securing additional AM channels and thus providing a solution of the conference's stalemate.

Afterward, however, the U.S. and Mexican groups met again—and this time, in their final offer, U.S. officials agreed to directionalize two U.S. 1-A clear channels, WNBC New York's 660 kc and WCBS also New York's 880 kc, provided Mexican use of the frequencies would also be directionalized.

The Mexican delegation again refused, still claiming that they should be allowed to use the channels to serve Mexican nationals within the U.S., with appropriate protection.

The next day—Wednesday—the Mexican delegates left the conference. Dr. Miguel Espejel, head of the delegation, said their departure should not be considered a mark of conference failure. He expressed hope that a future conference would bring success. He said the delegation could not consider bilateral agreements now because it lacked authorization from the Mexican government, but that bilateral agreements could be made in the future, pending another conference.

The other delegates reciprocated the hope of ultimate agreement, and paid tribute to the work done by Mexico's representatives since the sessions resumed Sept. 6.

FCC Comr. Rosel Hyde, chairman of the U.S. delegation, voiced disappointment that agreement had not been reached when it had appeared so near, and assured the retiring delegation that the U.S. looks forward to continuing friendly relations with Mexican broadcast interests.

Canada's Commander C. P. Edwards, chairman of the conference, assured the Mexican delegation that "you'll have no trouble" from North American nations "encroaching on your interests."

In the meantime, reports that narrowing the bandwidth below 10 kc might be considered had stirred concern among U.S. broadcasters. Early in the week Stephen A. Cisler, secretary of the Assn. of Independent Stations, notified Comr. Hyde that the association, representing stations in 36 markets, had gone on record in a meeting in St. Louis unanimously urging that every effort be made to reach agreement without adopting or considering any narrowing of channels. The association recommended that FCC take a "definite stand and break national clear channels for wider and greater usage in public interest."

U. S. Views Asked

It was obvious before the 9 kc proposal came up Monday that no delegation wanted to be the one to suggest it formally. In the end, the subject just showed up on Monday's plenary agenda and Mexico, which had been expected to make the proposal, asked for U.S. views on the subject.

Comr. Hyde said he had been hopeful that "shared use of channels" might provide the basis for an agreement which would make all sides "reasonably happy," though he felt some U.S. interests would be least happy of all.

The U.S., he said, has been and remains quite willing to consider the viewpoints of other nations, but was unsuccessful in reaching agreements even though she had made offers which would require adjustments in the U.S. broadcasting picture. Unless the other nations also made some concessions, he saw little chance of agreement "within the present channel system."

Answering Dr. Espejel's request for comments on the 9 kc plan specifically, he emphasized that the proposal was not made by the U.S.; that it involves many technical difficulties which have not been studied in detail, and that it should be approached with care.

On the theory that all NARBA nations would be better served by a reasonable agreement than by lack of one, however, he said the U.S. delegation is prepared to "consider" any proposal for narrower bandwidths. But if agreement should be reached on the basis of

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CONSTRUCTION has started on the new KCBS San Francisco 50 kw transmitter in Novato, Calif. Discussing progress at the Marin County site are (l to r) Charles Hageman, construction crew foreman; Arthur Hull Hayes, vice president for CBS in San Francisco and general manager of KCBS, and Alan Cormack, chief engineer of KCBS.

HURRICANE

Miami Stations Rise to Occasion

A SMALL but vicious hurricane roared down on Miami, Fla., last Tuesday, Oct. 17, and once again radio was credited by authorities with performing outstanding public services.

The "blow," which the previous night's reports and morning papers had said would miss the Miami area to the east, skirted the Keys and bore down on Miami direct. It was the quick warnings flashed by greater Miami radio stations that enabled the Red Cross and other official agencies to evacuate the residents of the lowlands. The storm is estimated to have caused more than $8 million in damages.

Many radio towers were levelled and broadcasting schedules disrupted temporarily until stations could put emergency equipment in operation. WGBS Miami suffered no damage and remained on the air throughout the storm, airing telephone recorded interviews as the storm approached the south and moved north. When Miami Beach was cut off, WGBS, Fort Industry Co. outlet, relayed messages to police and disaster workers and fed other Fort Industry stations special reports. The station continued after the storm to warn against fallen wires, blocked streets and other hazards.

Special broadcasts were made by WGBS to areas north of Miami expecting the gale, supplying them with vital information relative to shelters and instructions necessary for safety.

WQAM Towers Down

WQAM Miami on the Venetian causeway lost two towers without damaging the transmitter or warehouse directly beneath them, a minor miracle according to Owen F. Uridge, general manager of the station. The 400-ft. tower which stood about 100 ft. out in Biscayne Bay fell to the west barely missing the transmitter building; a smaller tower crashed into a corner of the warehouse and shop. Men were in both buildings but none was hurt, it was reported.

Mr. Uridge said tentative plans already have been made for a new tower with erection expected to be completed within two or three months. In spite of the downed towers, WQAM was back on the air in less than an hour with an emergency antenna strung from the top of the Miami Daily News tower and transmitter equipment at its studios.

WWPB Miami suffered no major damage, its 384-ft. Blaw-Knox tower weathering the gale. When the city power went off at 11:39 p.m. the station went on its own emergency unit and broadcast until 4:30 a.m., when that failed. Both AM and FM carried all weather advisories and Red Cross notices. WIRK in West Palm Beach rebroadcast WWPB-FM reports.

WINZ Hollywood lost its tower, and the tower of WLRD Miami Beach was partially damaged but both were back on the air with jury rigs. WMIE Miami wasn't damaged but was forced to use an emergency generator when power failed. The station phoned eyewitness accounts during the hurricane to WJHP Jacksonville and WSWN Belle Glade.

WFEC Miami reported its antenna top loading destroyed, but buildings and tower were undamaged. The station gave full cov-

(Continued on page 75)

ABC SALES SPLIT

Thrower Heads AM, Ayres TV

SALES operations of ABC were split between radio and television last week.

Fred M. Thrower, vice president in charge of sales since 1942, was named vice president in charge of television sales. Charles T. Ayres, eastern radio sales manager since July 1948, was named director of radio sales.

Separate sales departments under the two chiefs will be established for radio and television, Robert E. Kintner, ABC president, announced.

Mr. Thrower entered radio as an NBC page, rose through various sales positions to become general sales manager for NBC's Blue Network in early 1942 and vice president in charge of sales in October of that year.

Joined Navy in 1943

In 1943 he joined the Navy, returning to ABC as vice president in charge of sales in November 1945.

Mr. Ayres joined ABC's sales department in March 1948 as an account executive and three months later became eastern radio sales manager. Before joining ABC he was with Ruthrauff & Ryan as vice president and business manager. Prior to that he was with Hanff Metzger Agency, which was succeeded by Buchanan & Co.

Mr. Thrower

Mr. Ayres

SPONSORSHIP by P. Lorillard Co. (Old Gold cigarettes) of its first daytime network program is assured with signing of contract for MBS' *Queen For A Day*, Mon.-Fri., beginning next Jan. 1. Present at ceremony are these network, agency and advertising executives (l to r): Seated, Frank White, Mutual president; Robert M. Ganger, executive vice president, P. Lorillard Co.; Alden James, firm's advertising director; standing, Nicholas Keeseley, vice president, Lennen & Mitchell, Old Gold agency; Sidney P. Allen, MBS assistant to vice president in charge of sales; Fred Robbe, Lorillard assistant advertising director. Program will be aired 11:30-12 noon.

KOBAK WARNING

'Stop Running to Government'

EDGAR KOBAK, radio consultant and former MBS president, warned broadcasters to "stop running to the government when you're in trouble" unless they are willing to accept increased governmental interference in private business. Mr. Kobak spoke at a recent meeting of the Alabama Broadcasters Assn. at Tuscaloosa.

He said a case in point was the appeal to the FCC by two television networks for government intercession in allocations of AT&T television network facilities.

The danger of appealing to the FCC in this matter, he said, is that "the FCC may come up with a set of rules that won't be temporary." He referred to FCC's proposed rule limiting the amount of programming any TV station could take from any one network.

"If you don't want the government to run your business, you've got to stop running to the government when you're in trouble," Mr. Kobak said.

HOLIDAY SPOT

Sponsors Plan Additions In Radio-TV

HOLIDAY spot buying in radio and television is adding new vigor to an already active display of spot activity, BROADCASTING learned in a special survey last week.

Sponsors planning spot campaigns, together with those who have recently supplemented their plans, range in variety from manufacturers of expensive watches to makers of toy balloons.

One of the holiday purchasers, Wally Frank Pipes, starting in the middle of November, will use approximately 50 stations in both radio and television to promote the purchase of pipes for Christmas gifts. The spot announcements are direct mail pulls—contracts placed through Huber Hoge & Sons, New York.

The toy balloon manufacturer, Save-By-Mail, is planning to use over 350 stations on a direct mail spot schedule. In addition, it is arranging to use a network show or two on a short term basis before Christmas.

Helbros Expanding

Helbros Watch Co., through Ray-Hirsch Co., New York, currently is expanding its already extensive radio and television schedule [BROADCASTING, Oct. 2] to 187 markets for Christmas promotion. The agency also is working out a post-holiday campaign for January 1951.

Merit Greeting Cards has been using a direct mail schedule for the past few months to line up saleswomen to sell the firm's Christmas cards. Listeners were asked to write to the stations for employment, and it was understood that the responses numbered in the thousands. L. F. Herman Co., Newark, N. J., purchased the time for the greeting card company.

Among the non-holiday spot purchasers is General Foods for Certo (a jelly agent), which on Nov. 6 starts a spot announcement series on KFI Los Angeles and KCBS San Francisco through Benton & Bowles, New York. If successful, the schedule may be extended throughout the country.

Use 60 Stations

Fletcher-Castoria, through Carl S. Brown, New York, starting the last week in October is using 60 stations, five times weekly in southeast and southwest markets.

Home Test Products (cookie and doughnut makers) is preparing a 100-station schedule starting Nov. 1 for one minute transcriptions in rural radio markets. Advertiser currently is using a heavy TV schedule employing three quarters of the video stations in the country. Huber Hoge & Sons, New York, is the agency.

Kersta Resigns

NORAN E. KERSTA, who has been with the William Weintraub Co., New York, since Jan. 1, 1949, has resigned as director of radio and television. His duties will temporarily be assumed by Harry Trenner, vice president of the agency. Mr. Kersta will announce his future plans shortly.

PULSE EXPANDS

New Markets Adde

PULSE Inc. expansion is evidenced in two directions by the announcement that the research organization will enter eight new radio and TV markets in the fall and that it has increased its sample of T homes interviewed for Columbus (Ohio) TelePulse from 150 to 20

Radio reports will be made for the first time for Birmingham, Buffalo, Minneapolis, New Orleans and Worcester; while the TelePulse records will be made in New Haven Syracuse and San Francisco.

DOLBERG TO N. Y.

Becomes BMI Stations Hea

TRANSFER of Glenn Dolberg West Coast representative of Broadcast Music Inc., to its New York headquarters office as statio relations director, effective Jan. 2, 1951, has been announced by BMI President Carl Haverlin. In filling the newly-created post, Mr. Dolberg will free Roy Harlow, vice president in charge of station service, from those duties to concentrate on BMI's expandin services.

Mr. Dolberg

Mr. Dolberg has a varied broadcasting background, having served as program director of the Don Lee Broadcasting System and KFI and KECA Los Angeles. During World War II, after his association with a West Coast shi building firm, Mr. Dolberg becam program director of KPO Sa Francisco before joining BMI 1944.

PROGRAM CLINIC

BMI Holds One-Day Projec

A ONE-DAY program clinic w be held by Broadcast Music In Monday, Oct. 23, at the Stevens H tel in Chicago. Robert J. Burto vice president of BMI, will addre the group at the luncheon. Bu Squire, of BMI Chicago station r lations, is chairman of the clinic.

Others on the panel are:

Ray Harlow, BMI vice president charge of station service; Charle Bondhart, program manager, WMB Peoria; Henry Weber, WGN Chica musical director; Harold Safford, WI Chicago program manager; Magg Hilliard, operations director, WXY Detroit; Al Morey, program manage WBBM Chicago; Don Marcotte, supe visor of music, WMAQ Chicago; Erni Simmons, WJJD Chicago; Bill Evan WGN Chicago; Leo Fletcher, chief music libarary of ABC Chicago.

About 200 persons are expecte to attend the meeting.

H-R GETS TRANSIT RADIO

Pellegrin, French Join

FIRST major expansion of H-R Representatives Inc. since its formation last February will materialize Nov. 1, when Frank E. Pellegrin, vice president of Transit Radio Inc. in charge of sales, and Carlin S. French, Transit Radio western sales manager, join H-R as vice presidents and directors, Frank M. Headley, H-R president, announced Friday [CLOSED CIRCUIT, Oct. 16].

Concurrently with the addition of these two new executives, H-R will assume the national sales representation of Transit Radio's 19 FM stations, Mr. Headley said. Allan W. Kerr, now a member of the New York sales staff of Transit Radio and formerly with CBS, Free & Peters and WPIX (TV) New York, will join H-R as an account executive on Nov. 1.

Mr. Pellegrin has a background of 18 years in radio, including a seven-year term as director of the NAB broadcast advertising department from 1940 to 1947. His service there was interrupted by a three-year wartime hiatus during which he was officer in charge of the planning section of the radio division of the War Dept.'s Bureau of Public Relations. He served overseas for 19 months and made three D-Day landings, going on inactive status in 1945 with the rank of lieutenant colonel.

Pellegrin KSTL Founder

In 1948 Mr. Pellegrin founded KSTL St. Louis, putting it on the air in three months and "in the black" in five. He is vice president of that station's operating company; secretary-treasurer of WATO Oak Ridge, and a stockholder of Hamtramck Radio Corp., applicant for a station in Hamtramck, Mich. He was re-elected sales vice president of Transit Radio at its last board meeting Oct. 12 in Cincinnati.

Mr. French entered radio after 15 years as a promotion and advertising executive of Hearst newspapers in New York and Chicago. He was owner-operator of WTMV East St. Louis, general manager of the radio department of Lorenzen & Thompson, newspaper and station representative, and is now western sales manager of Transit Radio with headquarters in Chicago. He will be associated with Dwight S. Reed, H-R executive vice president, in Chicago, after Nov. 1. Mr. French also is part owner of WATO and of KXEO Mexico, Mo.

H-R Representatives Inc. was organized early this year after its principals had resigned from Headley-Reed Co., station representative firm of which Mr. Headley had been president and Mr. Reed vice president [BROADCASTING, Feb. 20]. H-R currently represents KMPC Los Angeles, WROK Rockford, WFBG Altoona, WJIM-AM-TV Lansing, WGFG Kalamazoo, WONS Hartford, KXXX Colby, Kan., and WMAY Springfield, Ill. WJW Cleveland will join the H-R station list on Jan. 1.

NEW members Frank E. Pellegrin and Carlin S. French are welcomed by the board of H-R Representatives Inc. L to r: Mr. Pellegrin, new vice president and secretary; Frank M. Headley, president and treasurer; George Merchant, secretary of New York Air Brake Co., director; Mr. French, new vice president; Paul R. Weeks, vice president; Dwight S. Reed, executive vice president of the organization.

* * *

C. L. Thomas, president of Transit Radio, said he felt the move was a definite step forward for the Transit group. He pointed out that the connection with H-R would give them five regional offices instead of the two they have had until now and would materially increase the number of salesmen selling for the firm.

H-R maintains headquarters in New York's Chrysler Bldg. and territorial offices in Chicago and San Francisco. Plans call for the establishment of new regional offices in Los Angeles and Atlanta after the first of the year and also for expanded space in New York and Chicago.

'BADGER' LAW?

Wis. Cites 'Lottery' Shows

ATTORNEY GENERAL Thomas E. Fairchild of Wisconsin declared Thursday that seven radio and television programs aired in Milwaukee are lotteries. Some of the programs cited already had been dropped voluntarily by the stations involved. *Stop The Music*, both AM and TV, was among those listed.

The attorney general had been asked last July by District Attorney William J. McCauley of Milwaukee County for an opinion on the legality of the programs. Shortly before this request was made, WMAW Milwaukee was ordered to take its giveaway program *Lucky Social Security Numbers* off the air. Thursday's decision is believed to have resulted from an investigation of all Milwaukee radio and television giveaway shows, made at the urging of WMAW's General Manager Jack Bundy.

Programs cited are: *Stop The Music*, (ABC network), WMAW and WTMJ-TV; *Jackpot Quiz*, WTMJ; *Tello-Test*, WISN; *Bread Quiz No. 1*, WISN, *Bread Quiz No. 2*, WISN; *Radio Auction*, WMIL (off the air); *Food for Thought*, WTMJ-TV (off the air).

Although signed by Attorney General Fairchild, the opinion was written by William A. Platz, an assistant attorney general of the state, who said that all of the programs contained the three elements necessary to a lottery under Wisconsin Law—prize, chance and consideration. Mr. Platz disclosed he used wire recordings, scripts and descriptions of programs contained in advertisements in arriving at his decision.

The Journal Co. immediately cancelled its two programs—*Jackpot Quiz* on WTMJ and *Stop the Music* on WTMJ-TV—"as of Thursday without awaiting any district attorney's complaints," Walter Damm, general manager of the stations, told BROADCASTING. Other stations reportedly had taken no action.

'No Comment'

Louis G. Cowan, president of the firm which produces *Stop the Music*, had "no comment until I have time to study the facts," and ABC was awaiting official notification from the Wisconsin attorney general's office. NAB was not prepared to issue a statement.

BROADCASTING learned that Deputy District Attorney Joseph E. Tierney of Milwaukee Court and Mr. Bundy conferred with the attorney general in Madison last July, shortly before the probe of Milwaukee giveaways was started. At this meeting, Mr. Tierney was asked to prepare a list of programs which might be in violation of the state's lottery laws. Stations cited in the opinion were those on Mr. Tierney's original list as submitted to the assistant attorney general for further study.

In his opinion, Mr. Platz said consideration did not necessarily have to involve money, that merely entering a store to obtain information about a lottery, or a coupon, would be sufficient grounds.

"The enticement of an audience for a radio program under the inducement of winning a prize by chance is consideration accruing to the station and to the sponsors," he said.

"That *Stop The Music* is a lottery within the principles heretofore stated is too clear to require further comment. In the *Jackpot Quiz*, the listener is required to find out the name of a bread salesman in his neighborhood, and his attempt to get the name is of great value to the sponsor," he noted.

Bread Quiz No. 1 was described as requiring a person to listen hear a question, then to go to the stores, and look at ads, to obtain clues to answers. *Bread Quiz No. 2* required listening to a program to get a question, the answer to which listener must find. *Tello-Test* is a program designed "to increase the radio audience," Mr. Platz noted, and *Radio Auction* involves auctioning of articles for which pay was in stage money "obtained from mer-

(Continued on page 78)

"I can spot a radio customer he's acquainted with t product

TO THE LIST OF SATISFIED LOCAL SPOT USERS . . .

Add Arrow Typewriter Co.

THE GOING was very slippery when Arrow Typewriter Co., Washington, D. C., got its feet wet in the business world late in the post-war era. Now the typewriter repair-rental-sale enterprise is on high, dry ground thanks to a continuous campaign on radio.

Many factors have contributed to Arrow's remarkable success in piling up sales of new portables via the air waves. Most instrumental, however, is the shop's owner, James F. O'Donnell.

Talk radio with Mr. O'Donnell and it is evident that he inhales the ether like a veteran. He can quickly haul out charts and figures to show how radio built up his sales from a small investment in a manner reminiscent of the beanstalk in the familiar fable about Jack.

Radio Spots Used On Limited Basis

Mr. O'Donnell planted his first business seed in March 1948. A former typewriter repairman and government worker, Mr. O'Donnell, convinced that he wanted a shop of his own, opened his typewriter repair enterprise at 604 F St. N. W., less than a block from Hecht's Department Store.

While studying his business, Mr. O'Donnell began testing radio pretty much as one would shop for a good insurance policy. In the beginning, he set aside $12 per month for one one-minute spot per week over WPIK, an independent daytimer in Alexandria, Va. He watched for a return.

The spots placed at this time, Mr. O'Donnell explains, were pointing up servicing of home and office machines. "I got a few nibbles from this type of advertising," he says, "and surprisingly, enough of them clicked to make it pay."

During this time, Mr. O'Donnell gave radio a lot of thought. If the first few radio trys could kindle some success, he reasoned, why couldn't a more thorough and scientific use of radio bring about a good measure of success?

Exactly a year after he opened his shop, Mr. O'Donnell began placing three 30-second spots, seven days a week over WPIK.

As is his way, Mr. O'Donnell likes to do things himself. This practice he carries over into his radio treatment. He writes all his radio copy himself, tailored a bit by the station, keeps his own charts and maintains detailed comments on customer reaction.

Before launching the radio advertising schedule, Mr. O'Donnell knew where he was heading. By surveys, telephoning and personally interviewing people in his marketing area, he found WPIK's coverage radius reached the people he wanted to sell. Most important, he discovered a good many potential portable buyers were regular WPIK listeners.

Simple Sales Pitch Found Most Effective

A few more discoveries popped up, all of which proved profitable later. Mr. O'Donnell found that in a good amount of his copy he had stressed too many varied things. He decided to make his sales pitch simple and to the point—taking a single item and stressing only that. Stress would be on sales because "I've found that radio can't tell the people about a whole list of service items in a half-minute's time." Mr. O'Donnell continues, "Radio may uncover a few people that would be interested in having a typewriter repaired or to rent a machine. But its effectiveness is sales power."

Mr. O'Donnell didn't have to be told he was on the right track; his sales chart showed it. "By giving radio a chance," he found that his short announcements, aired three times a day to reach as many people as possible, began to build up his store's name in the WPIK listeners' area.

Experimenting further, he found it was best to advertise a portable for sale which would fill a specific need. "Just any typewriter for sale is not important to people," he says, "but when you narrow it down to a purpose then you have something extra to sell."

Mr. O'Donnell soon recognized that when he advertised around school graduation time in May-June, he found people entering the store who were interested in buying a typewriter to give as a graduation gift. When he advertised a portable with emphasis on it as a practical Yuletide gift in the late fall, a host of people would come in to Arrow to purchase one of the machines as a Christmas gift. In this same way, students in the cosmopolitan Washington area would respond to announcements pointing up machine models which could type in a half-dozen different languages.

Specialization now firmly established, Mr. O'Donnell went a bit farther. He advertised Spanish-typing portables over a Spanish language program at WPIK. Response to the copy read in Spanish, he observed, was gratifying. Now he is doing similar advertising on a Greek language program over the same station. In one day, Arrow sold five Greek adapted machines.

Mr. O'Donnell always has advertised on WPIK. As he explains it in his direct manner, "My success over the station has been phenomenal. So I continue to advertise on WPIK." Other media? To answer that question, Mr. O'Donnell has to dig far. Here and there he finds some record of token newspaper advertising, nothing as yet on television.

His present campaign? "Now," he says, "I am concentrating on advertising machines which are fitted with keyboards especially adaptable to particular needs of professions." Mr. O'Donnell does not advertise just for the sake of advertising. He has a purpose and he knows the needs in his market area.

Here's what only a few of his records show:

After continually advertising rentals or sales of machines for business offices, college students, news correspondents, he stopped that type of appeal in May 1949. In five weeks, 22 portables were sold. Nearly all the buyers had remembered hearing of Arrow on the radio.

O'Donnell Convinced Of Radio's Impact

Mr. O'Donnell then was convinced that "the only way the typewriters could be kept moving was through radio advertising." In July-August of that year, he sold 15 International Portable machines (Royal) at $97.50 each, resulting direct from Spanish broadcasts.

At the May 1950 "Home Show"

(Continued on page 78)

Mr. O'Donnell (r) and Howard B. Hayes, president and general manager of WPIK, smile with satisfaction at the recapitulation of radio's sales power.

HOOPERECORDING

New Device Shown

AN AUTOMATIC system of broadcast audience measurement capable of delivering reports on today's listening from 6 a.m. to midnight at 11 tomorrow morning, or of reporting on any particular program audience immediately after the end of the broadcast or even while it is still on the air, was described Tuesday by C. E. Hooper, president of C. E. Hooper Inc., at a news conference in New York.

System begins with a tuning switch installed in a broadcast receiver, which can be AM, FM or TV, although at the outset plans call for measuring only AM and TV program reception, Mr. Hooper said. Switches can be installed in up to five receivers in a dwelling unit, home or apartment, from which wires (flat tapes to run under rugs) lead to small transmitter boxes (9" by 5" by 6") installed in a closet or some other inconspicuous place.

From the transmitters in up to four apartments in any building, wires run to the basement where they connect with lines to the central office of the telephone company. Lines from up to 32 buildings in any phone company zone can be handled at the central office, where the reports of dial tunings of 200 sets (an average of 2½ sets to an apartment and 2½ apartments to a building for 32 buildings) are transmitted to a Hooper office and there recorded on a tape.

Continuous Reporting

To scan and report on the dial tuning of a set takes 1½ seconds, so the complete zone report on 200 sets is completed and recorded at Hooper headquarters in five minutes. Then the scanning-reporting process starts all over again, delivering a continuous tape record that covers tuning at five-minute intervals for each set throughout the hours the system is in operation.

With one recorder for each zone, the number of recorders in the Hooper office would correspond to the number of phone company zones in the city in which the audience measurement is being made—nine in New York, for example. At the end of each five minutes the figures on the various recorders are totaled on a totalizer, showing the number of sets in the sample tuned to each station or not in operation during the five-minute period.

In New York, Mr. Hooper plans to measure radio and video set operation for 1,800 sets in 720 dwelling units. The installations will be made so as to provide a sample of various types of family groups making a cross-section of the city. In that way, the rating figures for the sample will be projectable to the complete radio and TV audience of the city, he pointed out. Sample changes will be made at the rate of 2% a month to keep the sample representative, Mr. Hooper explained.

The Hooperecording system is a "servo-mechanism," Mr. Hooper said, resulting from experiments started in July 1943 when the use of radar in World War II was first reported, and perfected during the past two years under the direction of John Lyman Bogert, vice president in charge of development of the Hooper organization. The various mechanical devices utilized in the system are made of stock parts, readily available, except for the keys which print the figures on the tape in the recorder, Mr. Hooper said. He explained that the use of the system, not its parts, is what is patentable and stated that broad patent applications for the system were filed last March.

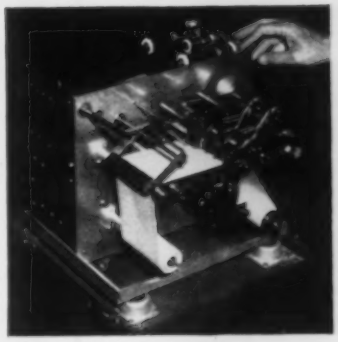
Negotiations for the installation of reporting equipment in homes in New York and Los Angeles already have been completed with the telephone companies in those cities, Mr. Hooper said, and the first installations probably will be made there, extending gradually to other metropolitan centers. Incidentally, he said, the service is not limited to telephone homes as the wires connecting the homes with telephone company offices are not telephone wires but those used for special services, such as fire or burglar alarms.

Beginning with a service area confined within the city limits, the system eventually will be extended to cover complete metropolitan service areas, Mr. Hooper explained, covering homes within a 50-mile radius of the city for a TV-only service and perhaps twice that distance for a combined radio and TV service. An advantage of the Hooperecording system over the telephone calls used in the regular Hooper service, he noted, is that sets can be installed in small communities where telephone interviews would be annoyingly repetitious.

Mr. Hooper is meeting today (Oct. 23) with the TV broadcasters of Los Angeles and tomorrow and Wednesday with the TV group of the Chamber of Commerce in that city, he said, adding that it is quite possible that the first installations of his new mechanical reporting system will be made in that city, although he hopes to have it in operation both there and in New York by spring of 1951.

Low Cost Cited

Stating that a month's reports of this system would equal 4,700,000 telephone calls, Mr. Hooper said that the cost would be less than 1/10th of a cent per call, a remarkably low unit cost. However, he added, the overall cost is not low. He estimated that if a dozen stations contracted for the service in New York, it would cost each one about $1,500 a month, while if it were limited to TV stations only the cost would be $1,750 a month apiece. Comparing the service with the semi-automatic Radox, he said



Hooper's new automatic, instantaneous recording device.

* * *

that "it is estimated that Hooperecorder service costs $4,000 less per month than Radox for the first year in New York, assuming all equipment and installation costs of both were written off during the first year, and $9,500 per month less than Radox beginning the second year and thereafter."

In presenting the new mechanical automatic reporting system, Mr. Hooper made it plain that he has no plans for discontinuing any of his current reporting services utilizing the coincidental telephone interview method and that they will be continued as long as they are needed. Eventually, it is possible that they may give way to the new system, but that is something for the future to determine, he said, emphasizing that for the immediate future all Hooper subscribers may be assured that the service they are currently receiving will be forthcoming without change.

LIBEL DAMAGES ISSUE

In SCOTUS Review

QUESTION of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast is expected to be answered by the U. S. Supreme Court which last week agreed to hear argument and rule on the issue.

The case involves California's libel law, which applies to both newspaper and radio, and grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

Point of contention is the Constitutionality of a state law excusing the broadcaster, or publisher, from paying general damages providing a retraction is broadcast, or printed.

In the California case, Mr. Werner failed to demand a retraction of an allegedly libelous newspaper story, thereby barring a damage suit unless he could prove specific damages to his business or property.

Last April, the California State Supreme Court had ruled the statute as not violating the State Constitution and as not failing to give equal protection under the Federal Constitution. A month later, the court refused a rehearing. The originating court also had ruled the law constitutional but was reversed by an appeals court.

Charging libel *per se*, the plaintiff (Mr. Werner) contended that while California grants a person the right to write or speak his mind freely, he can be held liable for the printed matter or words spoken. Abuse of that right, Mr. Werner's attorneys argued, subjects the violator to penalities.

Legal Questions Raised

It was argued further that the state can't remove money damages nor substitute a retraction for the right to general damages for injuries incurred. Also challenged was whether the state may "constitutionally destroy" the legal protection of one's "good name and one's reputation." Damages, totaling $100,000, were asked.

According to California's law on libel: If a retraction is printed or broadcast in a "conspicuous manner in the newspaper or on the broadcasting station as were the statements claimed to be libelous" within 20 days after "knowledge of publication or broadcast of the statements claimed to be libelous," the person libeled can recover only special damages.

If a correction is asked but not published, the libeled (if the matter is proved to libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if "actual malice" in publication or broadcast is proved.

In considering the case, the State Supreme Court had ruled in a split (5-2) decision that the state can substitute a retraction for money damages. In its opinion, the court said:

Plaintiff contended . . . a person who defames another must be fully responsible for any damage caused thereby, and that the substitution of a retraction for all but special damages is an unconstitutional attempt to relieve newspapers and radio stations from full responsibility for the

(Continued on page 78)

On the dotted line . .

CINCINNATI U. grid sponsorship on WCPO-AM-FM Cincinnati is arranged by (seated, l to r) W. C. Heinz, Cincinnati Oil Works; Glenn Clark, WCPO station dir.; (standing) G. E. Murray, Cincinnati Oil; Waite Hoyt, WCPO; James Heekin, Haehnle Adv. Agency; Bill Gilmore and Robert Spina, WCPO.

DETAILS for State of Georgia to sponsor state-wide broadcast of *Firefighters*, program on fire prevention and safety, are worked out by (l to r): State Fire Marshal F. E. Robinson; S. Fred Brown, southern representative, Wm. F. Holland Production Inc., Cincinnati; Zack Cravey, Comptroller General's Dept.

FOURTH consecutive renewal of *Who's Talking Show*, participation series on WWCO Waterbury, Conn., is made official by Adam J. Bizzuto, secretary-treasurer of Progressive Grocers Assn. in Naugatuck Valley. Station Commercial Manager Gustave Nathan (l) and Gene Valentino, show m.c., look on.

PACT for Mon.-Fri., five-minute, 52-weeks of late evening news on WTAM Cleveland is completed by Wm. Burkhardt, president, Burkhardt Brewing Co., Akron., as Harold L. Gallagher, WTAM sales manager, looks on. Newscaster Tom Field will handle shows. Fuller & Smith & Ross is account agency.

STANDARD Oil of Neb. takes U. of Nebraska games on KFAB Lincoln for third straight year. Harry Burke, KFAB general manager, watches John Hay, Standard's district manager, complete the contract.

IN mammoth Wichita Falls, Tex., deal Ellis Head, pres., Head Brothers Furniture Stores, renews *Welcome to Hollywood*, and signs for two other shows, each five times weekly on KFDX. At left is Sid Grayson, KFDX local sales manager. Right is Doc Warren, show organist, and D. A. Cannon (seated), KFDX president.

NOTRE DAME games on WNEB Worcester are taken by Brownell & Field Co. (Autocrat coffee). L to r: Tod Williams, Horton-Noyes Adv. Agency; Edward T. McCaw Jr., WNEB commercial manager; Richard Fields, sponsor firm; John J. Hurley, station general manager.

ELECTION NIGHT

Special Shows Planned By Major Networks

SPECIAL programs for election night, Nov. 7, are planned by all major networks.

MBS will devote the entire evening to election reporting, bridging gaps with musical features. CBS, NBC and ABC will interrupt scheduled programs throughout the evening for bulletins. Liberty Broadcasting will carry special programs throughout the evening, with pick ups from various key points.

CBS plans a coast-to-coast roundup of returns beginning at 10 p.m. and lasting, except for a scheduled quarter-hour of news analysis, until the main contests have been decided. A special staff of tabulators and compilers will assist in analyzing the returns.

MBS will set up a "network within a network," stationing at vantage points throughout the country Cecil Brown, Bill Cunningham, Cedric Foster, Les Higbe, William Hillman, Robert F. Hurleigh, Everett Holles, Joseph McCafferey and Major George Fielding Elliot.

A somewhat similar system will be used by ABC, which is setting up seven regional desks linked by wires leased for the occasion. Commentators in each region will summarize the trend there, and then fit it into the countrywide picture. Staff members standing by in the several regions will include Elmer Davis, Erwin D. Canham, Walter Kiernan, George Sokolsky, H. R. Baukhage, Martin Agronsky, John B. Kennedy, Edwin C. Hill, Robert Montgomery, Henry J. Taylor, Paul Harvey, John Edwards, John Daly, Taylor Grant, Pauline Frederick, Gordon Fraser, Julian Anthony and Don Gardiner.

NBC plans an "election roundtable" at 12 m.-12:30 a.m., following 30 minutes of election summaries. A half-hour "wrap-up" recapping the day's voting comprehensively, will follow. Staff members standing by will include H. Kaltenborn, Morgan Beatty, Richard Harkness, Ned Brooks, Henle, W. W. Chaplin, Leon Peason, George Hicks, Lockwood Doand Earl Godwin.

TV coverage of the elections on CBS-TV will be sponsored by Longines-Wittnauer Watch with emphasis on the gubernatorand congressional contests throughout the country, from 10:30-p.m. and from 11:10 p.m.-12 ABC-TV plans to follow closely ABC radio coverage. Plans NBC-TV have not been announced

AIMS

Meets in St. Louis

CONFIDENCE in future of AM radio, with particular emphasis on the independent station outlook, was expressed by members of AIMS (Assn. of Independent Metropolitan Stations) at its annual fall convention, held at the Lennox Hotel, St. Louis, Oct. 16-18.

Member stations pointed to increases in national and local business, and a majority indicated they have been affected least of all by television inroads, citing boosted sales involving TV manufacturers who turned to independents to sell their sets. It also was pointed out that nighttime network buyers are diverting part of their budgets to daytime spot radio.

The AIMS group, under the chairmanship of William E. Ware, KSTL St. Louis, also adopted for submission to FCC a resolution urging the U. S. Delegation to make every effort to reach a NARBA agreement now without narrowing channels. It also recommended that FCC "take a definite stand and break national clear channels for wider and greater usage in public interest."

PAPER STRIKE

Spurs Pittsburgh Newscas

RADIO and television stations Pittsburgh derived additional re enue from department stores a other businesses during the rece mailers' and drivers' strike th suspended publication of the cit three daily newspapers.

Outgrowth of the strike, whi began Oct. 2, was an increase number of newscasts, inauguratio of new TV shows, and even the a announcement of death notice heretofore within the exclusi domain of the newspaper field.

Two large department stores Gimbel's and the Joseph Horce —started their own TV shows WDTV(TV). Many retailers we reduced to circulation of handbi because of scarcity of radio tim KQV added eight news segmen to its normal schedule, accordi to Bill Burns, station news dire tor, who increased his own new cast schedule from one to three p day.

upcoming

NAB District Meetings

Oct. 26-27: Dist. 6, Roosevelt Hot New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn a Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, A lanta.

Oct. 23: BMI Program Clinic, Steve Hotel, Chicago.

Oct. 26-28: Audio Engineering Socie Audio Fair, Hotel New Yorker, Ne York.

Oct. 29-Nov. 4: National Radio & Te vision Week.

Oct. 30-Nov. 2: Theatre Owners America Convention, Shamrock H tel, Houston.

Oct. 30-Nov. 1: Radio-Television M Assn. and Institute of Radio Eng neers, Hotel Syracuse, Syracus N. Y.

Oct. 31-Nov. 1: AAAA Eastern Confer ence, Roosevelt Hotel, New York.

RED INFLUENCE

Radio Club Views 'Channels'

THE HIGHLY controversial *Red Channels*, whose listing of Jean Muir with 150 other individuals suspected of being Communists, fellow travelers or dupes of Communist-front organizations and causes was responsible for General Foods Corp.'s action in dropping Miss Muir from the cast of its TV program, *The Aldrich Family*, was given a thorough going over Thursday at the semi-monthly luncheon session of the Radio Executives Club of New York. Robert Saudek, REC president and ABC vice president, who presided, announced an equally arguable topic for the club's next luncheon on Nov. 2—color television.

T. C. Kirkpatrick, managing editor of *Counterattack*, publisher of *Red Channels*, quoted J. Edgar Hoover, FBI director, as having "gone out of his way" to inform a Senate investigating committee about Red activities in radio, and cited AFRA's recent move to change its constitution to bar Communists from membership in this union as proof that Communist infiltration of radio and television is not a vague threat but a real danger.

Pointing out that *Red Channels* is chiefly a compilation of material already on public record, Mr. Kirkpatrick said the main purpose of publishing these records of pro-Communist activities of radio personnel was to show the extent to which Communist use of radio names for its purposes already had gone and to discourage misguided liberals from naively lending their names to Communist causes in the future.

This objective already has been largely realized, he said, noting that since the publication of *Red Channels* scores of radio actors and artists have rushed to have their names removed from membership and committee lists of organizations described in the book as Communist or subversive. Almost as important, he stated, is the effect of the book in awakening the American people as a whole and the radio and television industry in particular to the threat of communism and the need for taking positive steps to combat it.

Kirkpatrick's Stand

"We don't say that no one listed in *Red Channels* should be employed," he stated, "but we do say that anyone with a continued record of association with Communist organizations, particularly anyone who has continued such activity after June 25 of this year, should be eliminated from employment on the air."

Raymond Swing, noted commentator, now on WOR New York, opened his attack on *Red Channels* by noting that the problem is not solely how the "American public is to be protected from insidious, concealed Communist infiltration in the radio industry," although that "is an undeniable necessity of the greatest urgency and importance." "There is also a need," he declared, "of protecting American standards and American freedom, both in radio as an employer and through radio as an instrument of democratic survival. There must not be Communist influence in American radio. But there also must not be the slightest weakening of genuine Americanism in keeping out the Communist influence."

Termed 'Un-American'

Describing the approach of *Red Channels* as "utterly un-American," Mr. Swing stated:

It lists names of persons for no other reason than to suggest them as having Communist connections of sufficient bearing to render them unacceptable to American radio. The list has been drawn up from reports, newspaper statements and letterheads, without checking and without testing the evidence and without giving a hearing to anyone whose name is listed.

The only real danger in *Red Channels*, Mr. Swing declared, is "that the men who do control American radio should allow it to deflect them from a rigorous, rugged maintenance of true Americanism in the radio industry." While it is difficult to tell who is a Communist, because he will lie about it, he said, it is not so difficult to determine whether "anyone dealing with news or comment about news or writing tales and plays is commenting freely as an American or represents a clear and present danger to his country. . . . It may be mighty easy to practice communism in secret but it is pretty hard to keep the secret by practicing it over the air."

As to performing artists, Mr. Swing recommended leaving it to the law of the land to decide whether "someone obviously an outright Communist should be allowed to earn his living in radio in a capacity where he has no editorial influence on public opinion . . . to decide whether radio is on a par with the State Dept. or the defense ministry, where an employe has access to state and military secrets, or on a par with a labor union, whose officer may not be a Communist."

Other Dangers

More potentially dangerous than the radio performers, Mr. Swing stated, are the radio technicians, as "the wrong man at the master controls in a radio station in a time of civil conflict might do irreparable damage," and radio's executives, as "it would be quite sinister if Communists were finding their way into the administrative and operating end of radio."

Mr. Swing concluded:

Let the danger of Communism be met, not by resorting to stealthy weapons, not by black lists, not by unventilated and often inaccurate charges, but openly and with courageous faith in the due process of law, faith in a civilization which fully protects the free rights of the individual. If, by some bleak and dreadful tragedy, American radio should come under the control of persons intent on producing a single conformity of thinking in America, it will not be the pressure groups or the blacklisters who will be to blame, but those now in charge of radio. They have it in their keeping and what happens to it will be their doing and only their doing.

TIME DISPUTE

Lewis Says Senator Erred

CHARGE by Sen. Millard Tydings (D-Md.) that he had to appeal to FCC and MBS to get time on Fulton Lewis jr.'s program to answer the commentator's alleged attack on him was branded by Mr. Lewis last week as a "cheap, deliberate and contemptible lie."

At the same time, MBS in New York issued a statement in which it said that the commentator, "on his own volition and with the approval of Mutual, offered to turn over his program to Sen. Tydings on Thursday (last) or any night thereafter." Mr. Lewis, MBS stated, read the request and the Senator's statements Tuesday and "voluntarily" offered him equal time.

Appeal by Sen. Tydings, who spoke on MBS-WCBM Baltimore last Thursday, was directed by the FCC to MBS in New York as a customary routine matter, a Commission spokesman said. Sen. Tydings also sent the network two telegrams and called by telephone, requesting air time, according to MBS. When his talk was delayed four minutes on MBS because of transmission failure, he was offered Mr. Lewis' Friday period.

RADIO RATINGS

Comparative Test Under Study

GROWING interest in the movement to conduct a test survey designed to measure relative accuracy of Hooper, Pulse and other audience ratings has developed as a special committee proceeds with its study of the whole situation. The idea developed out of a proposal by Stanley G. Breyer, commercial manager of KJBS San Francisco, who voiced industrywide concern over the difference in survey results.

Dr. Kenneth H. Baker, NAB research director and operating head of BMB, is chairman of a committee formed by Mr. Breyer to investigate the situation [BROADCASTING, Sept. 4]. This committee is writing a final report to be ready in mid-November. The report will propose experimental tests that must be conducted before questions on differences in research data can be answered.

Data Requested

The task of outlining specifications for a proper test of local audience-size measurement services involves careful study and planning. Organizations now working in the field have been asked to supply data on their operations.

Frank E. Pellegrin, vice president of Transit Radio Inc. and former NAB broadcast advertising director, observed last week that Mr. Breyer's question is "clear-cut and deserves a clear-cut answer." Others have taken the same view. Two typical letters follow:

EDITOR, BROADCASTING:

It has been two months since Stanley Breyer of KJBS San Francisco proposed a test to determine the relative accuracy of Hooper and Pulse ratings. . . .

What has happened to it? Is the test going to be made, or not?

It is easy for good ideas like this to cool off. They can get relegated to a committee and die there. . . .

. . . Station owners and others continue to pay heavy monthly research bills to a variety of research companies, and still do not know the answer to Mr. Breyer's question. It is a clear-cut question and deserves a clear-cut answer.

As he put it, different researchers purporting to measure approximately the same thing (radio listenership) cannot come up with widely divergent answers and all claim to be right. Somebody must be right and somebody wrong. If the fault lies in the *method*, well and good, but *then* the question becomes: Which method is best suited to give the correct answer? . . .

Frank E. Pellegrin
Vice President
Transit Radio Inc.
New York

* * *

EDITOR, BROADCASTING:

Just two simple questions but they have heavy overtone: The first, what has happened to the rating controversy begun by Stan Breyer at KJBS which had so much favorable publicity? The second, now that the industry-wide committee has met several times, will some conclusive result be issued soon?

Herbert L. Bachman
Dir., Promotion-Research
Headley-Reed Co.
New York

MEETING at the Albany NAB session, William Fay (2d l), WHAM Rochester, N. Y., and District 2 director, receives a hearty handshake from the retiring director, Michael R. Hanna, WHCU Ithaca. Looking on are (l to r); Oscar F. Soule, WFBL Syracuse; C. A. Bengston, WINR Binghamton, N. Y., James Howe, WCTC New Brunswick, N. J.

TAKING a breather between sessions at NAB District 2 meeting in Albany [BROADCASTING, Oct. 16] are (l to r): Seated, Tom Cunningham, Associated Press, Boston; Richard Lawrence, World Broadcasting System, New York; Alice Heinecke, SESAC; Harold W. (Dutch) Cassill, WEOK Poughkeepsie, N. Y. Standing, Thomas R. McHugh, WMSA Massena, N. Y.; David X. Williams, Standard Radio; Kenneth Sparnon, BMI, New York; Louis Saiff, WWNY Watertown; John Sehon, United Press, George Sutherland, WPTR Albany.

GATHERED at the NAB District 2 meet (l to r): Seated, Andrew Jarema, WKOP Binghamton, N. Y.; George F. Bissell, WEAV Plattsburg, N. Y.; Martin Karig, WWSC Glens Falls, N. Y.; B. J. Rowan, WGY Schenectady. Standing, W. A. Riple, WTRY Troy; W. J. Purcell, WGY, Carl Mattison, WWSC.

LINCOLN NETWORK

New Illinois Group Starts

ABE LINCOLN NETWORK, comprising six Illinois stations, started daily programming of two 15-minute periods Oct. 16. Membership includes WCIL Carbondale, WHOW Clinton, WLBH-AM-FM Mattoon, WMIX-AM-FM Mt. Vernon, WROY Carmi and WVLN Olney. J. R. Livesay, president of WLBH, was named chairman at a meeting Oct. 15.

Live organ recital, featuring Ken Jakle, is fed from WLBH-FM from 1:15 to 1:30 p.m., and news roundup originates from WLBH-FM and WMIX-FM from 1:45 to 2 p.m. Two minutes of news is supplied by each station during the period, with FM stations picking up reports from other stations by AM and then relaying by FM. Network is strictly non-wire.

Mrs. John D. Ewing

MRS. JOHN D. EWING, wife of the Louisiana publisher and radio station owner, died Oct. 12 at Gulfport, Miss. Mr. Ewing is owner of KWKH Shreveport and KTHS Hot Springs, Ark., publisher of the *Shreveport Times* and president of the News-World Publishing Co., which publishes the *Monroe* (La.) *World* and *Monroe News-Star*.

NAB DIST. 2

Seeks Set Measuring Plan

A RESOLUTION directing William B. Fay, WHAM Rochester NAB District 2 director, to request the NAB board at its November session to research a means for measuring TV set manufacture and distribution was adopted by District 2 delegates meeting at the Ten Eyck Hotel, Albany, N. Y., Oct. 12-13.

In a second resolution, Mr. Fay was directed to appoint an emergency committee under his chairmanship of New York and New Jersey broadcasters which would set up immediately a "bi-state emergency disaster network" as requested by Gen. Lucius D. Clay, New York civil defense chairman [BROADCASTING, Oct. 16].

Although Mr. Fay has not yet announced the members of the committee and its plans, Gen. Clay's letter calling for establishment of a disaster network listed three "major" activities:

(1) To teach the public self-protection if an A-bomb attack should come, (2) to warn the public of an impending attack, and (3) to notify the public to evacuate target areas, or to prepare to receive evacuees from other areas.

Gen. Clay's letter went on to say:

You and your members are aware that ignorance and indifference are the gravest danger in an A-bomb attack. This fact was established at both Hiroshima and Nagasaki. Your networks can be a major factor in consistently educating the public to the gravity of an A-bomb emergency as affecting the individual, his family and his neighbors.

A small stations meeting, led by Si Goldman, WJTN Jamestown, N. Y., was told of two successful promotions. One involved distribution of tags to voters as they registered, followed by the awarding of prizes to children and school classes collecting the highest number of such tags. Another was a *Meet the Sponsor* program.

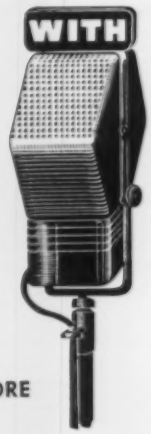
STARS AND BARS

WRC's Herson Goes 186

A LOT of Confederate money may be passed in the nation's capital beginning today, Oct. 23. This is the date set by WRC Washington's Bill Herson (morning m. c.) to turn his studio into an 1865 clearing house—or so it will seem to the NBC station's listeners.

By courtesy of Mr. Herson and WRC, Confederate bills will become legal tender for the purchase of a $525 RCA combination AM-FM-TV set with 16-inch picture tube. Set is to be purchased by the listener mailing in bids on the highest number (not the face value) of bills he or she can pay. On Nov. 18, the listener quoted by Banker Herson with the highest number will be asked to produce the bills and the "buyer" then can take title to his new receiver.

With the award and "sale" slated for Nov. 29, WRC by then expects attics and other old storage places in the nation's capital to be thoroughly raided for that "valueless" money.



You get a lot for a little*

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

NBC Charts Course

(Continued from page 20)

Tandem have been developed, Mr. Denny said. A new package, Night and Day, merges the only open daytime periods, *Break the Bank* on Tuesday and Thursday, and *Nero Wolfe* Friday evening. This is intended for sale to three advertisers whose announcements appear on each show and rotate on a three-week schedule, costing each sponsor a third of the combined time and talent, with facilities at card rates.

For a total weekly cost of about $11,500, Mr. Denny said, each advertiser reaches the large family audience once a week in the evening and the housewife audience twice a week in daytime, an audience of 11½ million different people each week at a cost of 81 cents per 1,000 advertising impressions.

Use Both Denny Urges

Another combination, Sight and Sound, said Mr. Denny, "marries the two broadcast media to give the participating advertisers the benefits of each medium at cost far less than he could buy one of the media for himself alone."

The Sunday evening 10:30 period was picked for this combination, to be programmed with a comedy-variety show using a person like Phil Baker as m.c. Format would be simulcast, or the radio show could be done on tape, Mr. Denny said. He explained the combination would be offered three sponsors who would receive "exposure in each show through rotating announcements." Cost per thousand for radio plus TV is far lower than if bought individually, he said, providing "access to the radio audience without losing the television audience."

Final sales device proposed by Mr. Denny is titled This Is Television, which he called the "most exciting of all" and which brought mixed reaction. Mr. Denny described the project, slated tentatively for 8-9 p.m. Friday, this way:

This is a completely new type of radio show. It is designed for advertisers already in television and it gives them something that they can't get on that medium—access to the 34 million families who have radio but no television. It delivers this mass audience at a small additional cost, and it permits the advertiser to get a great added value out of his television talent investment. It will cost an advertiser about $7,500 a week in time and talent.

This is how the idea works. We start out with the top NBC-produced television revues—shows like the *Saturday Night Revue* with Jack Carter, Sid Caesar, Imogene Coca, Marguerite Piazza, and other headliners and guest stars; the Wednesday night show with Ed Wynn, Jimmy Durante, Danny Thomas and Jack Carson; and the *Sunday Night Comedy Hour*, with Eddie Cantor, Fred Allen, Martin & Lewis, and Bobby Clark.

Out of this wealth of material, we tape six highlights, each with a different star. We edit and assemble the tapes into a smoothly flowing hour show for radio and we integrate it with an m.c. and an orchestra.

Then we sell the radio show to the six television sponsors who are identified with the performers included in it. Each advertiser's announcement is slotted next to the highlight from his television show. Each advertiser pays one-sixth of the hour radio rate plus one-sixth of the additional talent and union costs for radio use of the television material, plus orchestra, m.c. and other new elements.

We have been experimenting with this format and we've run through several different versions in the past month. The result is simply astounding. What we come out with is a fast paced, bright variety show, full of action and excitement. And although it is based on television material, you'd never guess from listening to it that it wasn't built for radio in the first place.

As opening speaker Wednesday Niles Trammell, chairman of the board, said radio will have to do things it has never done before as TV grows, with NBC dedicated to supremacy in both media. Radio will fail "only if we are too rigid or too stubborn to adjust it to new requirements," he declared.

TV's Future

Looking into the future, Mr. Trammell suggested that by 1975 TV will reach its full maturity, blanketing the nation as radio now does and succeeding radio as the primary broadcast medium. Radio will provide a supplementary service, he said, including specialized features. Perhaps radio will be sold in combination with TV in 10, 15 or 25 years, he said.

Noting that radio has 44 million families to TV's 8 million, he said 34 million radio families have no TV. Radio gives advertisers a more comprehensive audience now and for some years to come, he said.

Mr. Trammell recalled radio's World War II public service and declared radio and TV provide the only means of alerting the nation instantaneously.

Joseph H. McConnell, NBC president, said evening network has become harder to sell. Claiming NBC has long led in facilities, he said the network is building programs for top ratings at key points in the schedule and is developing a wide variety of moderately priced shows that deliver a good value to the advertiser. In the past year, he reminded, NBC has spent $9 million in radio talent and show properties, listing some of the network's leading performers.

Referring to the Assn. of National Advertisers report calling for reduced AM rates in view of television's progress, Mr. McConnell said the confidence of advertisers in network radio must be restored. NBC is starting a big research drive and an active sales campaign, he said.

As to TV, Mr. McConnell said the job has been made more difficult by FCC's adoption of noncompatible color and its proposed rules to restrict stations in selecting TV network service.

NBC is strengthening its daytime TV service, according to Mr. McConnell, with evenings substan-

(Continued on page 32)

SPEAKER'S rostrum at White Sulphur Springs, W. Va., was graced by host of prominent network executives. Top: Niles Trammell, NBC chairman of the board, delivers welcoming address. Bottom: Charles R. Denny, NBC executive vice president, gives report on AM sales.

Delegate Matthews

SECRETARY of the Navy Francis P. Matthews doffed his Cabinet trappings to become the delegate from WOW Omaha-KODY North Platte, Neb., at NBC's White Sulphur Spring affiliates convention. A charter member of the original WOW executive staff, Mr. Matthews continues his active interest in the two-station operation. He took part in discussion during the Thursday afternoon meeting of TV affiliates, declaring he considered FCC color action dictatorial.

LOUISIANA contingent and fair sex were represented at NBC convention as shown by this group. Examining affiliates agenda are (l to r): Mrs. N. L. Carter and Mrs. H. Wheelahan, WSMB New Orleans, and T. B. Lanford, president, KPLC Lake Charles.

GEOGRAPHICAL diversity of attendance at NBC White Sulphur Springs annual meet is pointed up by this informal gathering of affiliate members (l to r): Bill Schroeder, WOOD Grand Rapids, Mich.; M. A. Mulrony, KGU Honolulu, T. H.; Tom Metzger, WMRF Lewiston, Pa.

$85,000.00 CASH PAYOFF on "LUCKY SOCIAL SECURITY NUMBERS PROGRAM"

GREATEST AUDIENCE BUILDER SINCE "MEN FROM MARS" INCIDENT

AZRAEL ADVT. AGENCY PAYS ALL WINNERS

STATIONS PAY ONLY LOW FIXED CHARGE

DEARBORN STATION CAPTURES DETROIT WITH LUCKY NUMBERS

Program Public Service Feature, WKMH

"Lucky Social Securit y Numbers have definitely increased listener interest to the 1310 spot on Detroit's radio dials.

Incidentally the local Social Security office came to us and asked our help in publicizing the revised aspects of the new Social Security law recently signed by the President. We are doing this on our LUCKY SOCIAL SECURITY NUMBERS program. It's working out very successfully and we, consequently, are able to make this Social Security gimmick a public service of value also." (Signed) Walter Patterson, V.P., WKMH, Dearborn, Mich.

GREATEST STIMULANT IN RADIO TODAY SAYS WDUN

Completely Sold Out In 8 Days!

"WDUN considers LUCKY SOCIAL SECURITY NUMBERS the greatest stimulant in radio today.

We have had phenomenal results in less than a week's time. After the second day it was literally 'the talk of the town'. We sold every number in eight days time! WDUN has 26 different advertisers on Lucky Numbers, the most satisfied customers this station has ever had. Two of the above advertisers have purchased eight time signals a day apiece to simply state that they have all numbers on display at their stores.

Perhaps the biggest effect the LUCKY SOCIAL SECURITY NUMBERS PROGRAM has brought to our station is the fact that only a few weeks before it began, our competitor had in their hands a survey that was more favorable to them than it was to us. LUCKY NUMBERS stopped their sales story from the survey overnight. So my recommendation is that anyone behind in their Hoopers will find that LUCKY SOCIAL SECURITY NUMBERS will easily make them the 'listener's choice' overnight." (Signed) John W. Jacobs, Jr., Gen'l. Mgr., WDUN, Gainsville, Ga.

AUDIENCE MORE THAN TRIPLED OVERNIGHT FOR KTOP

Effective station coverage doubled!

Time buyers Advertisers DON'T MISS THIS

WHAT STATIONS SAY ABOUT $100 CASH OFFER EVERY HOUR

"LUCKY SOCIAL SECURITY NUMBERS more than tripled our listening audience overnight. Before the program started we were getting about 25 to 30 cards and letters per day from a mail pull contest for a local rug company. Three days after the LUCKY NUMBERS started, their mail pull jumped to 125 per day. A local jeweler got similar results. Incidentally, your program has helped us increase our coverage. Formerly most of our mail came from an area of 30 to 40 miles. Now with LUCKY NUMBERS, our mail has been coming from as far away as 80 miles." (Signed) Bailey Axton, Mgr., KTOP, Topeka, Kan.

LUCKY NUMBERS MOST VALUABLE TIME ON WKAX

Builds Biggest Audience In Town

"LUCKY SOCIAL SECURITY NUMBERS builds big audiences quicker . . . holds audiences longer than any radio program we've ever put on the air. It has become the most valuable time on our schedule. Check after check shows we have the biggest audience in town when LUCKY SOCIAL SECURITY NUMBERS is on the air." (Signed) Glenn V. Tingley, Mgr., WKAX, Birmingham, Ala.

Over 70 other stations now using this show throughout the U.S.A. . . .

79½ HOOPER GAIN FOR KSON SAN DIEGO

Increased Audience Gets More Sales

"We began broadcasting LUCKY SOCIAL SECURITY NUMBERS in April of this year and comparison of Hooper Share of audience for that period and for the current Hooper Share shows a gain of 79½% in audience in the daytime periods where the numbers are carried. Naturally we are pleased, as increased audience means increased sales." (Signed) D. Johnson, Asst. Mgr., KSON, San Diego, Cal.

400% HOOPER BOOST WITH LUCKY NUMBERS SAYS WVET

"Our share of morning audience, as shown by the most recent Hooper report — makes apparent an increase of 400% over the report of November — December 1949. Major credit for this increase can go to the use of the Lucky Social Security Numbers Program." (Signed) Ervin F. Lyke, Gen. Mgr., WVET, Rochester, New York

PULSE BOOST REPORTED BY WIBG PHILADELPHIA

"Your LUCKY SOCIAL SECURITY NUMBERS program has upped our Pulse Rating, and this is so despite the fact that we have been unable to use the numbers consistently in the same spots across the board." (Signed) Rupe Werling, Prod. Mgr., WIBG, Phila., Pa.

ATTENTION, STATION MANAGERS

If you want results like these . . . if you want your station to be the one offering $100 every hour, $1,000 per day in your area, wire or phone for complete details and sample transcription NOW. No obligation, of course.

NOTE: We've just signed twenty new stations as this ad goes to press . . . more coming in every hour!

ATTENTION, TIME BUYERS

You can get these spectacular premium audiences for your commercials. Write for complete list of subscribing stations. If not now in market you wish to cover, we can arrange to make LUCKY SOCIAL SECURITY NUMBERS available in that community. Sample transcription sent free on request.

LUCKY SOCIAL SECURITY NUMBERS

Copyrighted by: MAURICE AZRAEL

1000 N. Charles Street **Baltimore 1, Maryland**

Phone MUlberry 2532

NBC Charts Course

(Continued from page 30)

tially sold out. Participation and alternate sponsorship plans aid advertisers in meeting high TV production costs.

Mr. McConnell was confident radio will be maintained as the low-cost mass advertising medium and TV will become even more profitable than radio.

NBC has started a drive to step up its radio coverage by use of tape, according to William F. Brooks, newly named vice president in charge of public relations (see story page 20. Noting the public's overwhelming preference for news by radio, he said that in event of general war, broadcast news rooms would be the nation's first line of defense.

NBC correspondents everywhere have now been equipped with tape recorders to transport listeners right to the scene of the news events of the day and all possible trouble spots have been manned for any eventuality, he said.

Mr. Brooks described tape as the outstanding improvement in radio news. He reminded that 15% of all radio programming consists of news, two-thirds of it sponsored. The four networks gross $18 million from news, he said.

NBC is engaged in the most aggressive showmanship in its history, declared Charles C. Barry, radio program vice president. He called the 6-7:30 p.m. Sunday night program starting Nov. 5 on NBC "the biggest variety show in history." It will include such names as Fred Allen, Jimmy Durante, Tallulah Bankhead, Bob Hope, Fibber McGee & Molly and outstanding Hollywood and Broadway acts.

More Listeners Per Dollar

Mr. Barry said television is "temporarily" more talked about than radio but declared NBC's new programming will bring the schedules to new highs. Advertisers get more listeners per dollar now than a decade ago, he reminded.

George W. Wallace, director of advertising and promotion for radio, declared the network's first cooperative advertising campaign, started Oct. 15, is a success. The campaign is running in 100 newspapers in NBC cities, he said, and another cooperative drive will be started soon on the new Sunday evening 1½-hour program. He also referred to the network's on-the-air promotion for its programs, including stars ringing chimes at station breaks.

Harry C. Kopf, NBC vice president in charge of radio sales, said the network is extremely "bullish" on sales for the winter and spring. He submitted an optimistic report of sales possibilities. More advertisers are recognizing radio as their most efficient and economical medium for national sales, he reported.

At the opening of the convention Wednesday the delegates paid a silent tribute to the late John J. Gillin Jr., WOW Omaha.

With a record of 460 in attendance, the delegates spent three days listening to NBC officials describe radio and television plans and discussing points brought up by the network officials.

Three entertainment programs were staged at night. On the Wednesday night program were Tex Beneke, Copacabana line, Acromaniacs, Julie Wilson, Dunninger, Stan Fisher and Phil Silvers. Thursday evening's show was featured by the Firehouse Five Plus Two, a West Coast band. Milton Berle and Mindy Carson topped the Friday program.

NBC's television news department sent a complete film laboratory and editing equipment to the Greenbrier. Sound cameras filmed highlights of each day's activities for a daily convention newsreel.

Film stories from all parts of the nation were flown to the convention each day. Francis McCall, director of TV news and special events, headed the crew. Clarence Thoman, supervisor of the NBC-TV news department, coordinated the Greenbrier setup with network operations in Washington, New York and Chicago.

Video Plans Outlined

Pattern for television programming and sales was unveiled Thursday morning by Sylvester L. (Pat) Weaver, television vice president, who predicted the simulcast will reach new heights and use of TV audio on AM will be a natural development. The network talent pool, he predicted, will use AM as a source of additional income via tape recording. He doubted if any major NBC stars will be absent from AM shows in the fall of 1951.

Mr. Weaver said NBC will use "great entertainment to get the all-family circulation of all sets." He said programming will cover the arts, dance, literature, music and provide a broadened program appeal by stimulating interest in these "currents."

NBC is trying to establish a TV schedule "which will be as well-known to the average viewer as it is to us, by means of broad concepts, and block programming methods," Mr. Weaver said, predicting that NBC's programs in a short time will become "the most important single influence in the American scene on the minds and opinions of people." He advised broadcasters to feel "a sense of mission" in dealing with television, which he described as the world's most dynamic medium of information, education and entertainment.

By thus influencing the public, Mr. Weaver said, circulation will be stimulated and "we will be able to build and present attractions of high cost which will still be better advertising buys than our competition in TV and other media."

Program Development

NBC will far outdistance any other known medium, he said, by developing shows which all people like some of the time rather than shows which some people like all of the time. "We have advertising dynamite that is going to blow the media picture wide open," he said.

Edward D. Madden, NBC vice president in charge of TV sales and operations, discussed economics of television from the advertiser's viewpoint. He said the network's vast new research study will aid the advertiser in making full use of the new medium. He advocated "companion purchase" of radio and television by advertisers to insure maximum 100% coverage of American families.

George H. Frey, network director of sales, said NBC-TV network is completely sold out every night of the week, holding superior spot in number of stations sold per program, total number of hours sold and total number of sponsors. The afternoon schedule is rapidly being sold out, he added, and the sales staff's next big job will be sale of morning time.

Carleton D. Smith, director of TV network operations who has just been elevated to a vice presidency in charge of all station relations, showed an NBC News Dept film depicting NBC's progress in production and staging facilities. He said the property department alone contains 10,000 items for stage sets.

Frederick W. Wile Jr., director of television products, exhibited a pictorial compilation of production personnel and said the network is using high-quality entertainment to obtain all-family circulation.

Mr. Weaver outlined plans for next year, calling for development of spectacular dramas including 13 or 16 high-budgeted motion picture films made for TV by an outstanding producer, alternating with 13 or 16 theatre productions by top Broadway names. Alternating on a three-week cycle will be television originals under the supervision of top NBC producers.

By 1951, Mr. Weaver promised the network will have solved the problems of presenting daytime serials on television.

Mr. Madden declared that by increasing product sales, TV will create new advertising funds. He cited predictions that national advertising will increase by $585 million within five years, with TV getting a goodly share.

Use Companion Media

Radio and TV used as companion media provide far lower cost than magazines, Sunday supplements and newspapers, he said. NBC's projected TV research survey, he said, will be based on a sample of a major TV market with 6,000 interviews covering three-fourths of all network programs and commercial announcements. Points to be studied are sales effectiveness, daytime sales facts, current and future program trends, efficient TV techniques for advertisers, comparisons with printed media and facts for programming.

NBC will open television sales offices in Detroit and Hollywood and will institute a sales training program, he said.

RADIO PARTS DROP

Discussed at Pentagon

CONCERN by manufacturers of radio receiving tubes over growing shortages and scarcity of high-priority components commanded the attention of top-level government procurement officials last week in a closed session at the Pentagon.

This problem and others of equally pressing import were laid before officials of NSRB-Munitions Board-Military circles by a radio receiving tube subcommittee of the Joint Electronics Equipment Industry Advisory Committee.

The subcommittee is a separate unit set up by the committee (popularly known as EIAC) to study the needs and availabilities of various electronics product groups and to report back to the Munitions Board as it originally directed.

Materiel requirements, personnel problems resulting from stepped-up selective service operation and plans for plant expansion in some cases also were aired during Thursday's session, which for the first time included representatives of the Commerce Dept.'s new National Production Authority.

McCoy, Parris for NPA

Representing NPA were H. B. McCoy, assistant to NPA Administrator William Harrison and chief of industry operations, and Donald S. Parris, NPA communications specialist of the General Products Division. Latter is expected to head up NPA's electronics group when it materializes [BROADCASTING, Oct. 9].

Other groups represented were the Joint Chiefs of Staff, the Signal Corps (charged with responsibility for Army electronics procurement) National Security Resources Board and Munitions Board. NSRB was represented by Leighton Peebles, communications director, and MB by Marvin Hobbs, chief, electronics division, and his assistant, James Parrott.

Need for numerous tubes in TV receivers, plus the heavy demand for radio and television sets this year, were cited by the EIAC subcommittee as reasons for scarcity of radio-TV receivers. And NPA's green light for priority on top military orders has placed lesser items such as capacitors, in short supply it was pointed out.

Meanwhile, NPA Administrator Harrison has issued regulations covering priority-rated defense orders for steel.

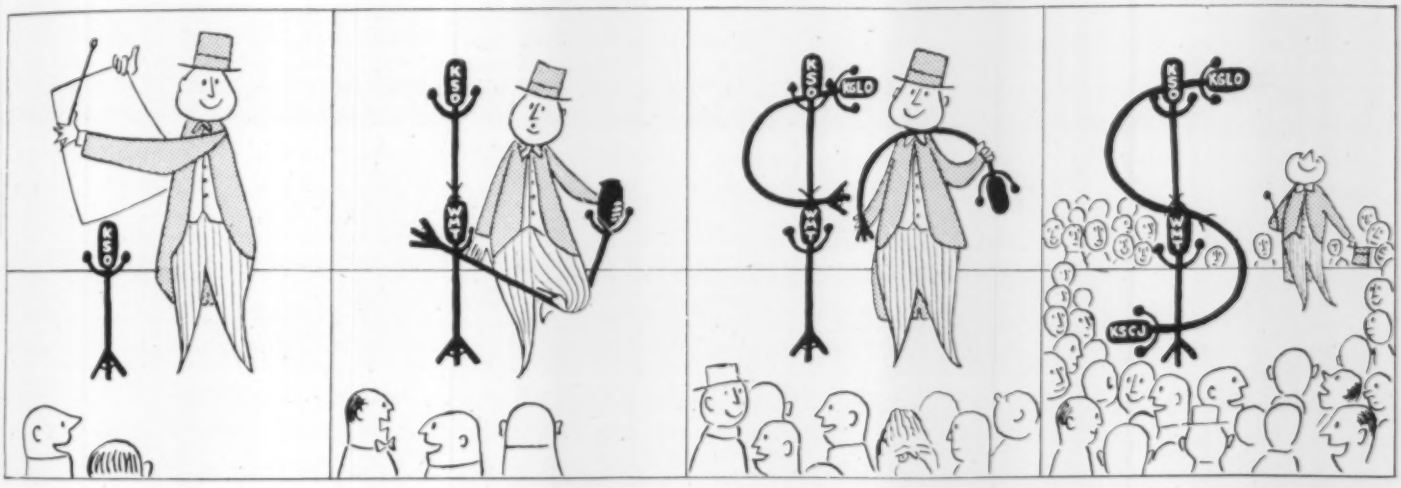
IN IOWA
You get far more with the CBS Four

And it'll cost you *less.*

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS *hometown* stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station. Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average "inside" share of audience of 46.2—250% greater than that of any other single station.



There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own *hometown* stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the *CBS Four* throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives. You'll find you get more with the *CBS Four* . . .

All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery

Star Salesman in OKLAHOMA'S richest market
KTUL
tulsa
CBS
Plus
TOP LOCAL PROGRAMMING
Avery-Knodel, Inc., Nat'l Representatives

RICHARDS' WINDUP

L. A. Hearings End After 88 Days

THE FIRST PHASE of FCC's hearing on the news policies of G. A. (Dick) Richards wound up last Thursday, its 88th day, after a round of charges that FCC had deliberately suppressed primary evidence that would prove the fairness of newscasts on Mr. Richards' KMPC Los Angeles.

FCC Examiner James D. Cunningham, conducting the hearing in Los Angeles, told counsel for Mr. Richards Thursday that he had checked the testimony on which the charges were based, and that "there is no indication that the FCC has done this monstrous thing as reported in the press."

"I'm not deceived," he continued, "by charges of Communism or by charges of suppression or destruction of evidence."

With the Los Angeles phase finally at an end, Examiner Cunningham set Nov. 9 for the start of sessions in Detroit to consider Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC, WJR Detroit and WGAR Cleveland, all of whose licenses are at stake in the proceeding.

Hugh Fulton, chief trial counsel for Mr. Richards, based his suppression charges on testimony of Mrs. Emily Timmons, Los Angeles manager of Radio Reports Inc., who said she had made checking records and notes on KMPC newscasts since 1942.

Refuting news-slant charges against the station, Mrs. Timmons said she monitored the radio herself or supervised the monitoring of KMPC newscast from 1944 to 1949 and never heard anything unfair to racial, religious or political groups during that time.

Lewis Investigation

She testified that Ray Lewis, FCC investigator, in March 1949 checked her note sheets as far back as 1946 and also checked newscast discs as far back as 1942. In taking some of them, she said, Mr. Lewis cautioned her not to make any available to KMPC.

She said that a little later Mr. Lewis subpenaed all recordings of KMPC programs from 1942 to 1945, plus a number of discs for later years.

In June 1949, she said, FCC through General Counsel Benedict P. Cottone authorized Radio Reports to re-surface KMPC newscast records prior to 1947 and permitted them to destroy note sheets for that period also. She said Radio Reports had asked permission to do this because the space occupied by these checking records was needed.

Claiming the Commission had sanctioned destruction of a large percentage of newscast evidence, and had known of the availability of this material without informing KMPC, Mr. Fulton moved to strike from the record all testimony by FCC witnesses as being improperly based on their oral versions when the Radio Reports material would have been evidence that was "complete as to subjects, inflections, and tone."

Under cross-examination Thursday, Mrs. Timmons indicated that material taken from Radio Reports by FCC investigators was taken under subpena, and that Investigator Lewis explained to Mrs. Timmons that the subpena required that the records be reserved for the use of FCC.

She said that when Mr. Cottone permitted re-surfacing the KMPC newscast discs she was not told, "you must destroy them."

Although Mr. Fulton said he had only recently learned about the Radio Reports material, Mrs. Timmons said KMPC knew about her organization's activities and purposes, having been in contact with Radio Reports since 1942. Her firm serviced several KMPC advertisers.

Earlier in the week, Examiner Cunningham admonished Mr. Fulton and Joseph Burns, associate counsel for Mr. Richards, that assertions to the effect that the news-slant charges against Mr. Richards were communist-inspired and must stop.

'Question . . . Sincerity'

Mr. Cunningham said he had reached the point "where I question the sincerity of such statements," and that "they have no basis in fact whatsoever." After listening to some 14,000 pages of testimony, he said he had heard "not a shred of evidence that any communist organization is in any way connected with this hearing."

"I'm satisfied with the testimony by Commission witnesses that the charges on which the Commission's issues were based were substantial," he continued. "They should be met by concrete evidence, not by charges that this hearing was inspired by a communist group."

Mr. Fulton maintained that "the community had its own opinions as to how these matters arise," and that "there is a feeling in the community that there would be great rejoicing in communist circles if Mr. Richards loses his stations."

Disputes between Mr. Cottone and Mr. Fulton flared frequently. At one point Examiner Cunningham warned that their name-calling amounted to "contemptuous conduct in this proceeding."

Rebuttal witnesses presented by FCC as the hearing neared an end included Ed Chandler, KMPC announcer, who testified under subpena that when he joined the station in 1946 he was told the names of President Truman, Henry Wallace, and the late President Roosevelt were taboo, but that J. Edgar Hoover and Gen. Douglas MacArthur, among others, were to be built up.

Chet Huntley, CBS news analyst, testified that at an April 1949 meeting of the Radio News Club of Hollywood, when charges against KMPC were discussed, Lar Smith, then special affairs a news director of the station warn members they might be subject legal action by Mr. Richards. Huntley quoted Mr. Smith charging that the Radio News Cl was subverted by communist influence and that KMPC had dossie on members.

Since its start June 14, the L Angeles phase of the hearing h consumed an estimated 14,700 pag of testimony—approximate 2,800,000 words. KMPC had 2 exhibits with supplements; FC 446 with supplements. Spokesme for the station owner estimate transcripts of the proceedings h cost him more than $32,000.

WBBM VS. LONG

Hearing Slated for Nov.

CBS-WBBM Chicago's $1 milli damage suit against W. E. Lon Co., Chicago advertising agenc will go before the master in cha cery of Chicago's Superior Cou Nov. 6 [BROADCASTING, Oct. 9, 1 CBS-WBBM last week abandone the application for a temporar injunction against the agenc whereby it sought to restrain W. E Long Co. from "soliciting and in ducing" CBS-WBBM performe from working for the agency.

Earlier in Superior Court, CB was granted a temporary injun tion against three WBBM-CB performers, Singer Elaine Rodger Announcer Fahey Flynn and M.C Jim Conway, enjoining them fro working for the agency on agency produced shows and commercials.

CBS Chicago claims the artis violated exclusive station contract and that W. E. Long used the thre persons without permission. Lon asserts it was given permission t hire the three. Master in Chancer Gerard Conners will consider th case, on behalf of Judge Josep Graber. After he has heard argu ments of CBS attorney, Art Mors and W. E. Long attorney, Loy M McIntosh, he will make recomme dations to Judge Graber.

New Representative

NATIONAL TIME SALES In has been established by Pan Amer ican Broadcasting Co. as a sub sidiary to represent domestic ra dio stations. New company plan to concentrate entirely on U. S. sta tions limiting its representation t 20, according to Arthur Gordon sales manager.

Campus Clinic

A CLINIC for campus radio sta tion representatives will be hel Oct. 27-28 at Lindenwood Col lege, St. Charles, Mo. Representa tives from 19 schools in seve states are expected to attend. Th clinic is being held under th auspices of Region Seven of th Intercollegiate Broadcasting Sys tem. Jean McConahay, WMM MacMurray College, Jacksonville Ill., will serve as general chairman

YOUR STATION'S A BIGGER MONEY MAKER

WITH STANDARD LIBRARY SERVICE!

Why does Standard hold the top spot in the transcribed library field? Because Standard is the most solidly commercial of all libraries—built to sell more sponsors . . . more time . . . at more profit to Standard Stations!

Here's what STANDARD has done for its stations in the past year

- Released 106 sixteen inch discs—nearly 9 a month—15 to 50 per cent more than any competitive service!
- Increased to 29 quarter hours a week, the Standard STAR SHOWS especially created for commercial sponsorship.
- Produced voice tracks of informal introductions and sign-offs by name stars and guests, to give STAR SHOWS "network quality."
- Added Tommy Dorsey and Jerry Gray to the list of greats already featured on STAR SHOWS, including Bob Crosby, Kay Starr, Curt Massey, Frankie Laine!
- Continued the exacting quality control no other library maintains—actually playing every 10th record before release.
- More than doubled the output of similar music by any other service, with the release of 17 new discs featuring 40-piece top concert orchestras!
- Provided a "bonus" of 60 Weather Jingles by famous Two-Ton Baker to all Standard stations. These Jingles alone are bringing stations 25 to 50 per cent of their library cost!

Newest Money Making "Extra"! $ $ $ $

More than 100 Commercial Jingles on the way to Standard stations at no extra cost. All original music and lyrics with Dave Street and the Mello-Larks. Fifteen-second spots designed to bring in more income than the entire cost of complete Standard Library service.

15 on CHRISTMAS SHOPPING
15 on DOLLAR DAY 20 for AUTOMOBILES
20 for FURNITURE 20 for JEWELRY
20 for MEN'S CLOTHING

TWO Christmas Programs for 1950!

Christmas bonus is right! This year all Standard Library stations get a fine "extra" of two half-hour transcribed Christmas shows, both highly saleable.

"The Christmas That Almost Never Was" is new and especially appealing to children. A charming story of the year Santa had an accident at the North Pole and Christmas almost didn't happen!

"Pokey, the Christmas Elf" is a re-release of Standard's tremendously successful fantasy which completely won grownups as well as youngsters with its warmth, humor and deep spirit of Christmas.

***Sell with* STANDARD RADIO** TRANSCRIPTION SERVICES, INC.

140 N. LaBrea, Hollywood 360 N. Michigan, Chicago
665 Fifth Ave., New York

Feature

(Continued from page 14)

banquet hall of the San Diego Club.

Each tin contained a certificate entitling the representative to pick up an advertising schedule and order from the agency. They were presented by Harold Requa, advertising manager for Westgate-Harbor.

The agency announced that the 1951 program will use "greatly increased" television time, with expansion fanning into 22 major markets. Additionally, radio will be used in several markets without TV facilities.

Use of sound broadcasting will support, on the local level, a national consumer magazine and local newspaper campaign.

These revelations were indicated within the confines of the tuna tins —and opening them was a minor problem in itself. Miss California (Joanne Durant) contributed her services as she circulated through the gathering selling cigars, cigarettes, candy—and can openers.

Cites Banner Year

Mr. Requa told radio, television and newspaper representatives that Breast-O'-Chicken Tuna had completed "the most successful year in its history," and cited the expanded program as "proof of our optimism in the future."

Special guests, who were equally optimistic, included Jack Crivello, executive vice president of Westgate-Sun Harbor; Kenneth Berglund, vice president; James B. Lane, vice president in charge of sales; Elmer Sindelar, treasurer, and Fred Kunzel, a member of the board of directors.

WASH TO MBS

First Major FM-Only Affiliate

MBS last week signed its first affiliation contract with a major-market FM-only station, WASH (FM) Washington, adding the FM audience to its capital coverage.

Contract was signed by E. M. Johnson, MBS vice president in charge of station relations and engineering, and Everett L. Dillard, owner of WASH. The deal was made with cooperation of Harold H. Thoms, president, and Howard Stanley, general manager, of WEAM Arlington, MBS AM affiliate in the Washington area. Also representing MBS in the negotiations was Robert Carpenter, of the station relations department.

Signing of the FM affiliation pact came as American Research Bureau, independent survey firm,

WASH becomes a Mutual affiliate as the contract is approved by (l to r): Mr. Johnson, Mr. Dillard and Hudson Eldridge, WASH commercial manager.

* * *

disclosed there are 114,000 FM equipped radio and TV sets in the Washington metropolitan area compared to 51,282 sets a year ago and 78,000 six months ago.

The increase in the capital FM audience amounts to 46%, according to James W. Seiler, of ARB. Mr. Dillard observed that the increase in FM set ownership, as shown by ARB's survey, is faster than the 36% increase in TV set ownership in the last six months. He said there are now two FM homes for every three TV homes in the Washington area.

ARB's figures were compiled on the basis of a diary study sampling method using 1,000 diaries, with ARB checking each home reporting an FM set to verify ownership of an FM tuning circuit and ascertain if it was in operating condition.

In announcing the WASH-MBS affiliation Mr. Dillard explained the arrangement will in no way affect the operation of Continental FM Network, of which WASH is key station. Continental programming will continue to stress good music and quality of reproduction, he said. WASH carried Washington Senators baseball last season for Chesterfield, cooperating with WWDC Washington, and the World Series.

"FM broadcasting has established a firm position of its own in the radio audience of the nation's capital," he continued, "and has grown to the point that it represents a definitely salable product to the advertiser."

All four major networks are now heard by FM in the Washington area.

WJIV ON AIR

New Savannah Day Outlet

WJIV Savannah, Ga., began regular operations Oct. 6. The new daytime station, owned by E. D. Rivers Jr., operates on 900 kc with 1 kw. Studios are located at 125 West Taylor St. and the transmitter is on Hutchinson Island in the Savannah river.

Construction of the station was under the supervision of William H. Keller, chief engineer of WEAS Decatur, Ga. Mr. Rivers also owns WEAS.

Now 5000 WATTS (D) 1000 WATTS (N) 630 K.C.

Lexington, Kentucky

(KENTUCKY'S 2nd MARKET)

WLAP

With this POWER INCREASE TO 5000 WATTS

. . . And 1000 Watts (N) WLAP is the First and only POWER station programming exclusively for Central and Eastern Kentucky listeners.

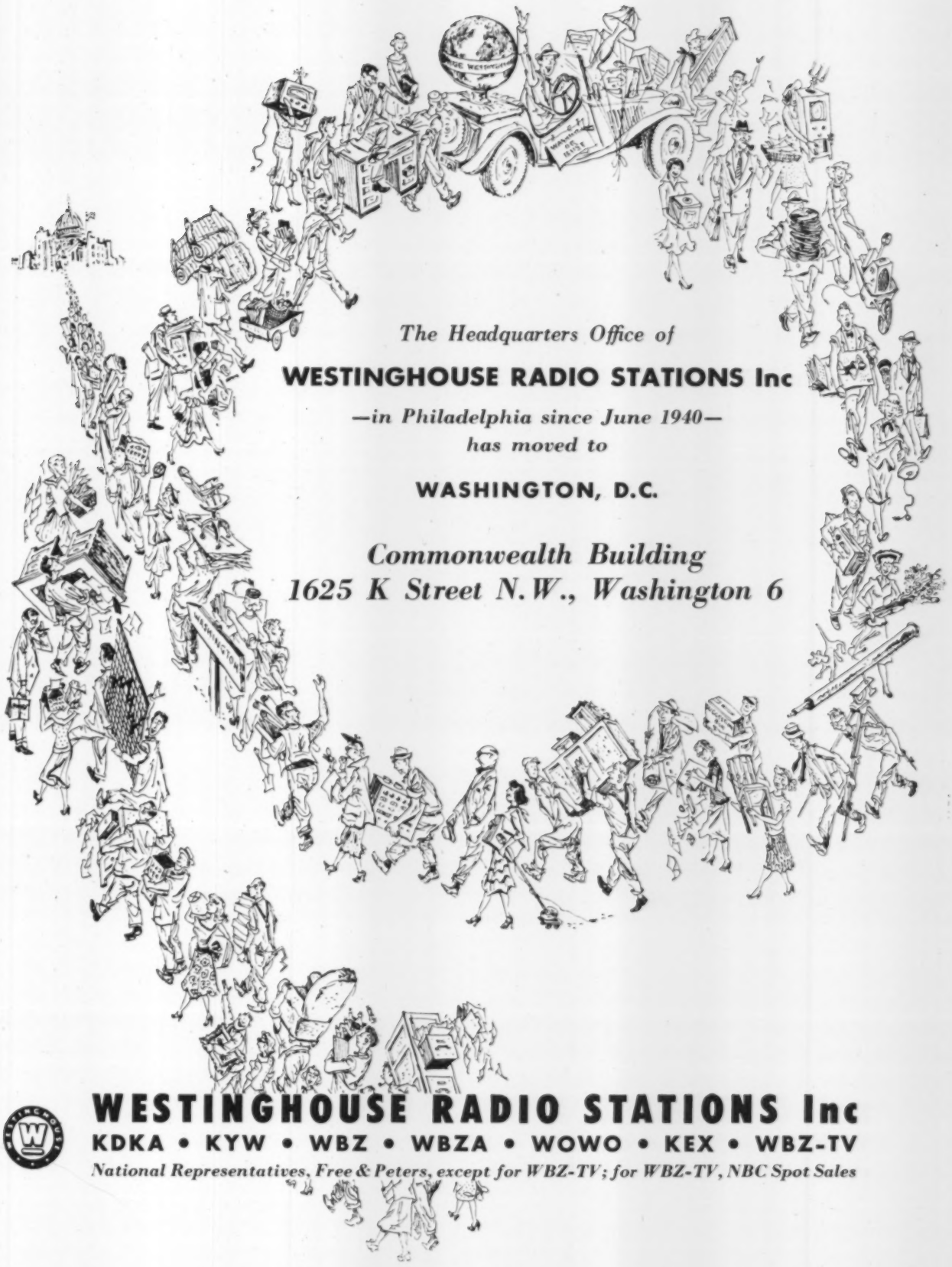
Ask A John E. Pearson Company Representative For The Facts—Now!

FM SERVICE
94.5 Megacycles
Channel 233
4.6 K.W.

WLAP
A NUNN STATION
J. E. Willis, Manager
Miller A. Welch, Ass't. Manager

AN AFFILIATE of the A B C NETWORK

Lexington, Kentucky



The Headquarters Office of

WESTINGHOUSE RADIO STATIONS Inc

—in Philadelphia since June 1940—
has moved to

WASHINGTON, D.C.

Commonwealth Building
1625 K Street N.W., Washington 6

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

HOOPER STATION AUDIENCE INDEX
CITY: NASHVILLE, TENNESSEE MONTHS: AUG.-SEPT., 1950

Total Coincidental Calls—This Period-15,253

INDEX		"A"	"B"	"C"	"D"
Total Rated Time Periods	HOMES USING SETS 23.5	WKDA 25.8	22.2	19.1	14.9	13.8

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

NAB N.Y. MEET

Review Business Conditions

SEVENTEEN leading industrialists, economists and broadcasters comprising the NAB Business Trends Committee met last Monday at the Waldorf-Astoria, New York, to discuss general business conditions.

First meeting of the committee, appointed last spring by NAB President Justin Miller, went into economic developments and views were exchanged on elements affecting business and industrial trends.

The all-day session was opened by Judge Miller, with Richard P. Doherty, NAB employe-employer relations director, leading the discussion. Economists submitted data on business trends after which the committee members took up the problems.

Meetings are to be held twice yearly. Minutes will be submitted to committee members. NAB has not yet decided what disposition it will make of the information derived from the discussions.

Attending Sessions

Attending Monday's session for NAB, besides Judge Miller and Mr. Doherty, were Robert K. Richards, public affairs director, and Charles H. Tower, assistant employe-employer relations director.

Broadcast members who attended were Robert D. Swezey, WDSU New Orleans; William B. Quarton, WMT Cedar Rapids, Iowa; Edgar Kobak, consultant. All three are NAB board members. Fourth broadcast member was Theodore C. Streibert, WOR New York.

Economists present were Martin Gainsbrug, chief economist, National Industrial Conference Board; Dexter Keezer, economist, McGraw-Hill; Edwin George, economist, Dun & Bradstreet.

Businessmen included Bayard Colgate, chairman of board, Colgate-Palmolive-Peet; J. Cameron Thompson, president, Northwest Bank Corp.; Lloyd Brace, president, First National Bank, Boston; Dr. Bishop Hunt, vice president-economist, John Hancock Life Insurance Co., attending for Paul Clark, president; Gilbert N. Chapman, president, Yale & Towne Mfg. Co.; Herman Steinkraus, president, Bridgeport Brass Co.; Robert C. Tate, president, Stromberg-Carlson Co.; John S. Sinclair, president, National Industrial Conference Board; Charles P. McCormick, president, McCormick & Co.; Clyde Shute, F. W. Dodge Co.

Railroad Radio

RADIO PROBLEMS of the railroads were canvassed by FCC Comr. E. M. Webster in an address at the annual meeting of the Communications Section of the Assn. of American Railroads last Tuesday at French Lick, Ind. He reported that more than half of the larger railroad systems and many of the smaller roads are now using radio, and that the number of stations operating in the railroad service increased 64% during the past year.

MISS AMERICA, Yolande Betbeze, is interviewed on arrival in her home town, Mobile, Ala., by Walt Turner (l), special events announcer for WKRG Mobile, while F. E. Busby, WKRG general manager, extends the station's official welcome.

WANT RICHMOND

Plans December Opening

TARGET date for the appearance of WANT Richmond is set for December, according to Richard Eaton, president, The United Broadcasting Co., which operates WOOK Silver Spring, Md., and WSID Essex, Md. WANT will operate on 990 kc with 1 kw daytime.

Station has purchased land and tower formerly used by WLEE Richmond at 1705 Colorado Ave. where it plans to locate its tower and transmitter. Plans also are being made, Mr. Eaton said, for a Broad St. studio.

Church Radio-TV Week

THE WEEK of Oct. 29-Nov. 4 has been designated as National Lutheran Radio and Television Week, according to the Lutheran Church-Missouri Synod owned station KFUO St. Louis. Special "Reformation Week" programs will be carried by the station. A pamphlet distributed by the station urges church groups to try and get time on the air over their local stations, and stresses the importance of the medium in church activities.

PALMETTO JOINS

New Progressive Networ

PALMETTO NETWORK, comprising 24 stations in South Carolina and Georgia, has been signed as affiliate by the newly-organized Progressive Broadcasting System according to Larry Finley, PBS president.

Contract was worked out by Mr. Finley with Glenn Warnock, general manager of the southern network. WCAC Anderson, S. C., will be key station of the network in that area.

Mr. Warnock, also vice president of WESC Greenville, S. C., states PBS will service that station as well, replacing its present Mutual affiliation.

In addition to the Palmetto Network, Mr. Finley has signed 2 other affiliates in 16 states, he said, and will announce an additional list of stations within the next week.

Progressive is scheduled to begin operations on Nov. 26 with 12 hours of network programming daily.

WARNER TO NBC

Joins 'Three Star Extra'

ALBERT WARNER, ABC-WMAL Washington commentator, joins NBC Oct. 30 as replacement for Felix Morley on the network's five-weekly *Three Star Extra*, 6:45-7 p.m., sponsored by Sun Oil Co. (for Sunoco gasoline). He will appear with Ray Henle and Ned Brooks on the news program, which is aired on over 30 NBC stations and is handled through Hewitt, Ogilvy, Benson, & Mather, New York.

Mr. Morley reportedly is leaving to join the Washington office of *Barrons Weekly*, financial publication. Mr. Warner, a former MBS commentator, currently has his own program, *Congress Today*, Monday through Friday 7-7:15 p.m. on WMAL under sponsorship of the Bituminous Coal Institute. He will be replaced by Gunnar Back, ABC Washington news and special events specialist. Mr. Back also will replace Mr. Warner on ABC Sunday show, *This Week Around the World*.

AGRICULTURE
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

new source of up-to-date market facts and figures

for advertising agencies, national advertisers, market analysts, media sales, and promotion people

The new 892-page 1950-1951 Edition of CONSUMER MARKETS reports the most comprehensive, complete and up-to-date local market statistics available. It covers every state, every county and every city of 5,000 and over in the U.S., the U.S. Territories and Possessions, Canada, and the Philippines. Its Retail Sales Estimates are adjusted to the *current* (1948) Census of Business.

SRDS
Consumer Markets
1950-1951
THERE CAN BE ONLY ONE FIRST
FIRST
The Philadelphia Inquirer
...AND IN PHILADELPHIA, LINAGE FIGURES PROVE THAT THE FIRST NEWSPAPER IS THE INQUIRER
NOW IN ITS 17TH CONSECUTIVE YEAR OF TOTAL ADVERTISING LEADERSHIP IN AMERICA'S 3RD MARKET

All SRDS subscribers have copies. Extra copies $5.00 each.

Here are some of the uses advertisers, agencies and media are making of it:

planning merchandising campaigns
determining sales potentials

checking sales franchise requests

laying plans for market research projects
determining specific markets for trials
checking food, beverage, and other retail outlets
checking media potential coverage
market comparisons and selection
checking retail sales figures for various products
assaying spending habits in communities
evaluating research reports

planning and preparing newspaper and radio schedules
preparation of media recommendations

analyzing markets for new products
checking local media figures for population, home ownership, radio homes, farm homes
determining sales and advertising quotas and budgets

planning dealer cooperative budgets for local advertising
preparing market data and coverage maps showing county populations and radio homes

preparing presentations

checking maps for town and county locations
compiling market reports of buying power, population and retail sales
defining trading areas of metropolitan markets.

Note to Media Buyers:

Used in conjunction with the consumer media Sections of SRDS (Newspaper, Radio, TV, Magazine, Transportation Advertising), you'll find CONSUMER MARKETS a valuable tool for evaluating individual media and their market coverage.

One agency Director of Research says, "In my opinion, CONSUMER MARKETS is the most complete data book of its kind now available."

Please send for detailed description of the 1950-1951 Edition.

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

REGISTRATION, NBC AFFILIATES MEETING, OCT. 18-21

(see separate story this issue)

A—E

John Alexander, KODY North Platte; Mr. & Mrs. Frederick L. Allman, WSVA Harrisonburg; Elwood Anderson, WEST Easton; Mr. & Mrs. Earle C. Anthony, KFI Los Angeles; Mr. & Mrs. Campbell Arnoux, WTAR Norfolk; Ray Baker, KOMO Seattle; Mr. & Mrs. Gladden W. Baker, WTIC Hartford; Mr. & Mrs. David M. Baltimore, WBRE Wilkes-Barre; Harry Bannister, WWJ Detroit; Tom Barnes, WDAY Fargo; Mr. & Mrs. William C. Barnes, WMVA Martinsville; Mr. & Mrs. Paul R. Bartlett, KERO Bakersfield; Col. T. K. Barton, KARK Little Rock; Charles G. Baskerville, WFLA Tampa; Mr. & Mrs. Joseph E. Baudino, KDKA Pittsburgh; Mr. & Mrs. Cecil K. Beaver, KTBS Shreveport; Mrs. Aurelia S. Becker, WTBO Cumberland; Mr. and Mrs. C. Allen Bengtson, WINR Binghamton; Mr. & Mrs. David J. Bennett Jr., WKBO Harrisburg; Walter E. Benoit, KYW Philadelphia; Mr. & Mrs. Tams Bixby Jr., KGBX Springfield; Ed Boroff, Westinghouse Stations; Mr. and Mrs. Walter A. Bowry, WMBG Richmond; John J. Boyle, WJAR Providence; Douglass M. Bradham, WTMA Charleston; Walter C. Bridges, WEBC Duluth; Mr. & Mrs. Tom A. Brooks, WBAL Baltimore; Enoch Brown, WMC Memphis; Mr. & Mrs. George M. Burbach, KSD St. Louis.

H. Allen Campbell, WTAC Flint; Mr. & Mrs. Martin B. Campbell, WFAA Dallas; Mr. & Mrs. N. L. Carter, WSMB New Orleans; Jack Chapman, KTSM El Paso; George H. Clinton, WBLK Clarksburg; Mr. & Mrs. W. H. Cowles, KHQ Spokane; Mr. & Mrs. H. Quenton Cox, KGW Portland; Mr. & Mrs. Edwin W. Craig, WSM Nashville; Mr. & Mrs. E. B. Craney, KXLF Butte; Dan Crosland, WCRS Greenwood; J. Roy Dabadie, WJBO Baton Rouge; Mr. & Mrs. Howard Dahl, WKBH LaCrosse; Mr. & Mrs. Harben Daniel, WSAV Savannah; W. Lee Dechert, WSVA Harrisonburg; Mr. & Mrs. Lyle DeMoss, WOW Omaha; Charles E. Denny, WERC Erie; Mr. & Mrs. John H. DeWitt Jr., WSM Nashville; Mr. & Mrs. Henry V. Diefenbach, WGKV Charleston; Mr. & Mrs. Victor C. Diehm, WAZL Hazleton; Mr. & Mrs. R. G. Duffield, WOWO Fort Wayne; Jack Dunn, WDAY Fargo; Richard O. Dunning, KHQ Spokane; T. W. Duvall, KGBX Springfield; Mr. & Mrs. C. P. Edwards Jr., WKPT Kingsport; Mr. & Mrs. W. M. Eikner, KRIS Corpus Christi; Ottis Eisenhower, WOPI Bristol; Mr. & Mrs. Harold Essex, WSJS Winston-Salem; Mr. & Mrs. Ralph Evans, WHO Des Moines; Mr. & Mrs. Walter Evans, KYW Philadelphia; Mr. & Mrs. P. K. Ewing, WGRM Greenwood.

F—M

Mr. & Mrs. Sam Fantle Jr., KELO Sioux Falls; William Fay, WHAM Rochester; Douglas Featherstone, WCRS Greenwood; Robert L. Fidlar, WIOD Miami; Mr. & Mrs. O. W. Fisher, KOMO Seattle; Mr. & Mrs. Dean Fitzer, WDAF Kansas City; Pat. T. Flanagan, WHIS Bluefield; E. Y. Flanagan, WSPD Toledo; Henry Fletcher, KSEI Pocatello; James C. Fletcher, KFAR Fairbanks, Alaska; Mr. & Mrs. Frank P. Fogarty, WOW Omaha; John P. Foster, WJAC Johnstown; Mr. & Mrs. Sidney S. Fox, KDYL Salt Lake City; Mr. & Mrs. Harold W. Fulton, WHO Des Moines; Mr. & Mrs. J. B. Fuqua, WJBF Augusta; Mr. & Mrs. Michael C. Fusco, WKTV Utica; Mr. & Mrs. George P. Gable, WFBG Altoona; Mr. & Mrs. Raymond A. Gaul, WRAW Reading; E. K. Gaylord, WKY Oklahoma City; G. David Gentling, KROC Rochester; Earle J. Gluck, WSOC Charlotte; Mr. Goldenson, WSMB New Orleans; Mr. & Mrs. Ernest Graham, and John Graham, WHIZ Zanesville; Mr. & Mrs. Milton L. Greenebaum, WSAM Saginaw; Mr. & Mrs. Harold F. Gross, WJIM-TV Lansing; Mr. & Mrs. J. Robert Gulick, WGAL Lancaster.

Julian F. Haas, KARK Little Rock; Mr. & Mrs. Hugh A. L. Halff, WOAI San Antonio; Mrs. Eloise Smith Hanna, WBRC Birmingham; R. B. Hanna, WGY Schenectady; Mr. & Mrs. Taylor Harney, WEEK Peoria; Robert B. Harrington, WSVA Harrisonburg; Mr. & Mrs. Jack Harris, KPRC Houston; Mr. & Mrs. Wilbur M. Havens, WMBG Richmond; Mr. & Mrs. Carl E. Haymond, KIT Yakima; Mr. & Mrs. Eugene D. Hill, WORZ Orlando; Francis M. Hipp, WIS Columbia; John T. Hopkins, WJAX Jacksonville; Mr. & Mrs. Harold V. Hough, WBAP Fort Worth; Mr. & Mrs. Stanley Hubbard, KSTP St. Paul; A. Ingram, WERC Erie; G. Jackson, WSPD Toledo; Eddie E. Jones and Freeman Jones, WSOC Charlotte; Mr. & Mrs. George E. Joy, WRAK Williamsport; Mr. & Mrs. Ewing C. Kelly, KCRA Sacramento; Mr. & Mrs. Frank W. Kelly, WBEN Buffalo; Mr. & Mrs. J. Dillon Kennedy, WJAX Jacksonville; J. Robert Kerns, WLOK Lima; Mrs. C. L. Kopp, WTBO Cumberland; Mr. & Mrs. Tom Kritser, KGNC Amarillo.

Mr. & Mrs. T. B. Lanford, KPLC Lake Charles; Mr. & Mrs. H. P. Lasker, WLWD (TV) Dayton; James M. LeGate, WIOD Miami; Mr. & Mrs. M. L. Leich, WGBF Evansville; Mr. & Mrs. W. Henry Linebaugh, WROL Knoxville; Mr. & Mrs. Arthur Littick, Mr. & Mrs. Clay Littick and William Littick, WHIZ Zanesville; J. H. Long and Mr. & Mrs. Walker Long, WSAZ-TV Huntington; Nathan Lord, WAVE Louisville; Mr. & Mrs. John J. Louis, KTAR Phoenix; Ernest B. Loveman, WPTZ (TV) Philadelphia; Paul A. Loyet, WHO Des Moines; Mr. & Mrs. P. K. Lutken, WJDX Jackson; Joseph D. Mackin, WMAM Marinette; Mr. & Mrs. William T. MacNeilly, WKTV (TV) Utica; Edward Manigault, WTMA Charleston, S. C.; Mr. & Mrs. Charles P. Manship Jr., WJBO Baton Rouge; Mr. & Mrs. Carl Mark, WTTM Trenton; Mr. & Mrs. Hunter Marshall, WSOC Charlotte; Howard K. Martin, WALA Mobile; Mr. & Mrs. Richard H. Mason, WPTF Raleigh; Mr. & Mrs. J. E. Mathiot, WGAL Lancaster; Mr. & Mrs. Francis P. Matthews, WOW Omaha; Mr. & Mrs. Clair R. McCollough, WGAL Lancaster; Mr. & Mrs. John F. Meagher, KYSM Mankato; John Merino, KFSD San Diego; Mr. & Mrs. Thomas W. Metzger, WMRF Lewistown; Mr. & Mrs. M. M. Meyers, WOW Omaha; Harold E. Miller, WGAL Lancaster; Paul W. Morency, WTIC Hartford; Mr. & Mrs. James Moroney, WFAA Dallas; Mr. & Mrs. Allen D. Morris, KTBS Shreveport; Mr. & Mrs. Fred C. Mueller, WEEK Peoria; M. A. Mulroney, KGU Honolulu; Mr. & Mrs. John Murphy, WLW Cincinnati; Mr. & Mrs. Will O. Murrell and Mr. & Mrs. Wm. O. Murrell Jr., WORZ Orlando; B. Bryan Musselman, WSAN Allentown.

N—U

Mr. & Mrs. John New, WTAR Norfolk; Mr. & Mrs. James A. Noe, KNOE Monroe; Mr. & Mrs. Vernon A. Nolte, WHIZ Zanesville; Mr. & Mrs. George W. Norton Jr., WAVE Louisville; Mr. & Mrs. Byron W. Ogle, KRGV Weslaco; Mr. & Mrs. John M. Outler Jr., WSB Atlanta; F. Overton, KFI Los Angeles; William O. Pape, WALA Mobile; Mr. & Mrs. Jack D. Parker, WSAM Saginaw; Wendell Parmelee, WWJ Detroit; Mr. & Mrs. Roger C. Peace, WFBC Greenville; Jennings Pierce, KMED Medford; Mr. & Mrs. Howard E. Pill, WSFA Montgomery; L. R. Rawlins, KYW Philadelphia; Mr. & Mrs. William H. Rines, WCSH Portland; Mr. & Mrs. William F. Rippetoe, WBOW Terre Haute; R. E. Rives, KWBW Hutchinson; Mr. & Mrs. Lawrence H. Rogers II and Marshall L. Rosene, WSAZ-TV Huntington; B. J. Rowan, WGY Schenectady; Mr. & Mrs. J. Harold Ryan, WSPD Toledo; Mr. & Mrs. Ernest C. Sanders, WOC Davenport; J. Dudley Saumenig, WIS Columbia; Frederick C. Schilplin, KFAM St. Cloud; Mr. & Mrs. Kenneth F. Schmitt, WIBA Madison; Mr. & Mrs. Willard Schroeder, WOOD Grand Rapids; Alvin D. Schrott, WJAC Johnstown; Herb. Schwartz, WSMB New Orleans; Harold P. See, KRON-TV San Francisco; R. W. Sennett, WERC Erie; Mr. & Mrs. G. Richard Shafto, WIS Columbia; Thomas E. Sharp, KFSD San Diego; Hugh Shott Jr., WHIS Bluefield; Mr. & Mrs. James D. Shouse, WLW Cincinnati; Mr. & Mrs. John W. Shultz, WSVA Martinsville; Henry Slavick, WMC Memphis; Harry M. Smith, WLW Cincinnati; Mr. & Mrs. T. Frank Smith, KRIS Corpus Christi; Jack Stapp, WSM Nashville; Mr. & Mrs. J. T. Steen, Westinghouse Stations; Edgar B. Stern Sr., WDSU-TV New Orleans; George B. Storer, WSPD Toledo; Leroy K. Strine, WORK York; Wilmer C. Swartley, WBZ Boston; Mr. & Mrs. Robert Swezey, WDSU-TV New Orleans; P. A. Sugg, WKY Oklahoma City; Bob Tait, WHAM Rochester; Dale L. Taylor, WENY Elmira; Mr. & Mrs. O. L. (Ted) Taylor, KANS Wichita; Mr. & Mrs. George H. Thomas, KVOL Lafayette; Mr. & Mrs. C. Robert Thompson, WBEN Buffalo; Mr. & Mrs. Harold H. Thoms, WISE Asheville; Mr. & Mrs. Lorrin P. Thurston, KGU Honolulu; Rolland V. Tooke, WPTZ (TV) Philadelphia; George W. Trendle, WTAC Flint.

V—Z

Mr. & Mrs. E. R. Vadeboncoeur, WSYR Syracuse; Mr. & Mrs. J. Holliday Veal, WCOA Pensacola; Col. B. W. Venable, WGKV Charleston; Mr. & Mrs. W. D. Wagner, WOC Davenport; William J. Wagner, KFQD Anchorage; Mr. & Mrs. Walter E. Wagstaff, KIDO Boise; Lee Wailes, WSPD Toledo; Mr. & Mrs. Willard Walbridge, WWJ Detroit; William F. Walker, WMAM Marinette; J. Gorman Walsh, WDEL Wilmington; J. Gordon Wardell, KGBX Springfield; Irving Waugh, WSM Nashville; R. W. Welpott, WGY Schenectady; Mr. & Mrs. Harold Wheelahan, WSMB New Orleans; Beverly T. Whitmire, WFBC Greenville; Mr. & Mrs. K. C. Whittle, WMVA Martinsville; Mr. & Mrs. W. A. Wilson, WOPI Bristol; Allen M. Woodall and Mr. & Mrs. R. C. Winnie, WDAK Columbus; W. Woods, WHO Des Moines; Mr. & Mrs. Willard C. Worcester, WIRE Indianapolis; C. J. Wright Sr., WFOR Hattiesburg; Karl O. Wyler, KTSM El Paso; Jacob A. Young, WERC Erie.

NBC PERSONNEL

Mr. & Mrs. David Adams, Charles Baker, Charles Barry, Mr. & Mrs. Hugh Beville, Mr. & Mrs. Charles Bevis, William Birch, Mr. & Mrs. Norman Blackburn, Bill Brooks, William Brooks, John Cahill, Mr. & Mrs. Norman Cash, Sheldon Coons, Ted Cott, Mr. & Mrs. Ernest de la Ossa, Mr. & Mrs. Charles Denny, Sid Desfor, Mr. & Mrs. Orrin Dunlap, Harriet Egan, Mr. & Mrs. Syd Eiges, Stephen Flynn, Robert Fraser, George Frey, Mr. & Mrs. James Gaines.

Paul Hancock, O. B. Hanson, Mr. & Mrs. William Hedges, Mr. & Mrs. John Herbert, Mr. & Mrs. Jules Herbuveaux, Sheldon Hickox, Phil Hirsch, Allen Kalmus, William Kelley, David Klein, Frances Kline, Thomas Knode, Harry Kopf, Bradford Kress, Ruddick Lawrence, Elmore Lyford.

Mr. & Mrs. George MacGovern, Edward Madden, Mr. & Mrs. Gustav Margraf, William McAndrew, Frank McCall, Donna McClintock, Mr. & Mrs. James McConnell, Mr. & Mrs. Joseph H. McConnell, John McCormick, Robert McCormick, Thomas McCray, Mr. & Mrs. Thomas McFadden, Robert McFadyen, Mr. & Mrs. E. L. Munson, Mr. & Mrs. James Nelson, Mr. & Mrs. Vic Norton, Paul Rittenhouse, George Robinson, John Royal, Mr. & Mrs. Frank Russell.

Mr. & Mrs. Hamilton Shea, Mr. & Mrs. I. E. Showerman, Mr. & Mrs. Carleton Smith, Clarence Thoman, Mr. & Mrs. Niles Trammell, Al Walker, George Wallace, Mr. & Mrs. Sylvester Weaver, John West, Mr. & Mrs. Fred Wile, Caroline Williams, Mr. & Mrs. Lloyd Yoder.

NRP

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

FAREWELL lunch honors Dorothy Ayres, timebuyer at Henri, Hurst & McDonald, Chicago, who is retiring to get married. Her host is NBC-TV salesman Howdee Meyers. Miss Ayres will marry J. Soulard Johnson, formerly of CBS, Nov. 4. They will live in St. Louis.

SPORTS RIGHTS

Court Upholds Exclusive Pact

SCHOOL officials have legal right to sell an exclusive franchise to broadcast football games in Fairmont, W. Va., Judge J. Harper Meredith, of Marion County Circuit Court, ruled Oct. 13 in denying petition of WVVW Fairmont for an injunction to restrain interference with its broadcasts.

J. Patrick Beacom, president of WVVW, said an appeal will be taken from the decision. It was considered possible that following denial of a temporary order the issues will be finally determined on the chancery side of the court docket in November.

WMMN Fairmont had filed a demurrer to the WVVW petition, along with school officials. WVVW contended it began broadcasting East High School games in 1948 under a verbal agreement and had not defaulted on what it called a continuing contract. Exclusive rights to games had been granted in September by school officials to WMMN, according to that station, under a 1949 state law.

STUDENTS interested in sports announcing at KVDU, Denver U. station, required to take courses in basketball and football fundamentals under university coaches.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

STILL FIRST . . .
28 YEARS LATER!

WDRC is proud of its current Hooper figures . . . equally proud to be Connecticut's first AM Station (1922) and first FM station (1939). For availabilities, write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

NABET COUNCIL

Re-elects McDonnell Pres.

JOHN R. McDONNELL, technical director at ABC San Francisco, was re-elected president of the National Assn. of Broadcast Enginners and Technicians (NABET) at the 17th annual council meeting in Chicago Oct. 13. Mr. McDonnell will serve another three-year term.

At the meeting, which took place at the Edgewater Beach Hotel, Edward B. Lynch, chairman of the NABET chapter in Rochester, N. Y., was re-elected vice president. New national executive board members elected for a one-year term are Ed Stolzenberger, chairman of the New York chapter; David B. Stewart, Detroit chapter chairman, and George W. Smith, head of the Chicago group. George Maher of Chicago was re-elected executive secretary for a three-year term.

National council, comprised of the executive board, fulltime NABET employes and chapter chairmen, met for seven days in Chicago. The council authorized money for hiring double the number of present national field representatives responsible for organizing and negotiating.

Field Offices Planned

Two more field offices will be set up in the upper New York state area and in the southeast. Operating policies were established to provide for organization on an industrial basis in commercial radio and television and "associated industries."

Council also reported that members of the Assn. of Documentary and Television Field Cameramen voted unanimously to affiliate with NABET.

AGENCY GUIDE

Discusses Business Phases

GUIDE designed to aid advertising agencies in the business administration of their financial affairs is being circulated by Lynn W. Ellis, Ellis Plan Foundation, Westport, Conn.

Titled *Why Too Many Agencies Die Young—And Too Many Older Ones Lose Money*, the publication is based on the premise that a large majority of agency owners and top management personnel are fundamentally "creative" advertising men, with little equipment to cope with purely "business" affairs. Work contains a management checklist on auditing, production, accounting, and sales ammunition, and sections on agency discounts, suggested reading references for agency management, art charges, agency layouts, etc. A topical cross-index of subjects also is included.

WOV New York extended broadcasting hours from midnight to 3 a.m. signoff, effective Oct. 9.

The Angels are Happy!

. . . star-filled cast and perfect direction. Smooth-as-silk script and a plot that's terrific. The angels are happy because it looks like a hit. But they aren't sure yet. That's still speculation—and will be until the final box-office score is in.

And that's how it is in show business. Whether you're backing a play—or buying radio, television, or motion picture stock. The risks are great—but the rewards are, too. And some of them you can measure.

So that's what we did in our latest booklet called RADIO, TELEVISION, AND MOTION PICTURES.

It starts by assuming a semi-war economy for some time to come, tells what should happen in the event of a change.

Then it takes up the movies . . . studies the "star-system", production costs, finances, and the shrinking foreign markets.

Both branches of the industry are covered . . . detailed reports on movie-making *and* movie-showing . . . a thorough discussion of just what television means to them now—and might mean tomorrow.

It does the same kind of job on the networks, too . . . explores TV both as a problem and a promise—and reviews the role that color might play.

And the survey ends with specific help for investors. Thumbnail descriptions of twenty-six leading companies give you current figures on sales, earnings, dividends, outlook—a good idea of just how each company stands.

If you own stock in these industries now, are thinking of buying or selling some any time soon, or just want to know a lot more about them, don't miss RADIO, TELEVISION, AND MOTION PICTURES. A copy is yours for the asking. Simply write—

Department SL-81

MERRILL LYNCH, PIERCE, FENNER & BEANE

70 PINE STREET NEW YORK 5, N. Y.
Telephone: WHitehall 4-1212

523 West 6th St., LOS ANGELES 14
Tel: Mutual 4331

6361 Hollywood Blvd. HOLLYWOOD 28
Tel: Hillside 0111

MLPFB

EXCLUSIVELY LANG-WORTH

SHEP FIELDS

Rippling Rhythm in a Tiffany setting — a glorification of dance music.

EXCLUSIVELY LANG-WORTH

TITO GUIZAR

Colorful interpretations of his native songs from South of the Border.

EXCLUSIVELY LANG-WORTH

CONNIE HAINES

Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH

CARLOS RAMIREZ

Internationally popular baritone — MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH

FRANKIE CARLE

"The Golden Touch" deftly applied to pop dance tunes and piano solos.

EXCLUSIVELY LANG-WORTH

THE 4 KNIGHTS

Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH

EVALYN TYNER

"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH

JACK LAWRENCE

One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH

RAY ANTHONY

Dancing America hails new star — full-throated melody and a solid beat.

EXCLUSIVELY LANG-WORTH

PATTI PAGE

"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH

RED NICHOLS

Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH

TONY PASTOR

Tony, with Rosemary Clooney and a solid band — music that satisfies.

EXCLUSIVELY LANG-WORTH

EUGENIE BAIRD

Paul Whiteman's protege presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH

THE AIRLANE TRIO

Hammond, accordion, guitar — memory tunes, novelties, standard pops.

EXCLUSIVELY LANG-WORTH

RUSS CASE

Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH

LENNY HERMAN

"The Mightiest Little Band in the Land" — homespuns, novelties, pops.

EXCLUSIVELY LANG-WORTH

DICK BROWN

Good looks and a way with a song—romantic portraits in melody.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE RIDERS OF THE PURPLE SAGE

Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH

JACK SHAINDLIN

Director, The Silver Strings—March of Time and motion pictures.

EXCLUSIVELY LANG-WORTH

HENRY JEROME

Sparkling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH

TEDDY POWELL

New sound and conception—the current vogue in dancing-listening music.

EXCLUSIVELY LANG-WORTH

HENRY BUSSE

The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH

BLUE BARRON

Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH

CHUCK FOSTER

"Music in the Foster Fashion" is synonymous with rhythm that pleases.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE EMILE COTE GLEE CLUB
Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.

EXCLUSIVELY LANG-WORTH

ALLAN JONES
International singing star of Broadway, Hollywood and Concert Stage.

EXCLUSIVELY LANG-WORTH

D'ARTEGA
Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH

VAUGHN MONROE
America's No. 1 dance band — starred in pictures, radio, television.

IMMEDIATE DELIVERY

Lang-Worth's new and revolutionary transcribed program service is completed.

The basic library of over 5000 selections lists 120 separate artists, orchestras and groups – 107 of these are "exclusively Lang-Worth." All of them are comparable in audience appeal to those illustrated.

Advertisers and agencies are right now giving earnest consideration to this new reservoir of outstanding talent and commercial program material for their 1951 campaigns.

Lang-Worth's Transcribed Program Service is now available at 650 affiliated broadcasting stations.

EXCLUSIVELY LANG-WORTH

ALAN DALE
America's favorite heartthrob among this season's singing stars.

EXCLUSIVELY LANG-WORTH

TONI ARDEN
From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE GAY BLAZERS
Close-harmony "bathos ballads" and Gay Nineties novelties—songs from Yesterday's Hit Parade, sung with tears or boisterous gusto.

EXCLUSIVELY LANG-WORTH

JUANITA HALL
"Bloody Mary of South Pacific"—dynamic personality projected in song.

EXCLUSIVELY LANG-WORTH

JOHNNY THOMPSON
Romantic baritone — unusual stylings of pop ballads and standard songs.

EXCLUSIVELY LANG-WORTH

ELTON BRITT
Top favorite with hillbilly fans—motion pictures, radio, television.

EXCLUSIVELY LANG-

EW
The
Blanc
jazz

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH

DEAN HUDSON
Down South they say "Dean's music is refreshin' as a mint julep!"

EXCLUSIVELY LANG-WORTH

AL TRACE
Toe-tapping rhythm, rib-tickling melody and corn—in one package.

editorial

NARBA's Crossroads

MEXICO's regrettable and, we think, completely unjustifiable withdrawal from the NARBA conference last week obviously nullifies hopes of securing an all-inclusive agreement on North American AM allocations in the immediate future.

What may happen next was not within the realm of accurate prediction in the first hectic days following Mexico's mid-week walk-out. The conference could blow up at any moment, or it might proceed to an amicable agreement among the remaining nations.

The first steps were—wisely, we think—in the direction of a multi-lateral treaty which might be acceptable to all North American nations except Mexico. If anything, the Mexican action emphasizes the need for an agreement of this sort. Otherwise the nations will be confronted with two alternatives: A series of bilateral agreements, or the possibility of mutually destructive ether warfare.

In many respects Mexico's walk-out leaves the conference exactly where it started more than a year ago at Montreal. Mexico did not participate in those first sessions, either. The year that has passed, however, has made a fundamentally fair treaty even more urgent.

The conduct of the U. S. delegation during the negotiations has made clear that this country is bending backwards to work out an amicable settlement. Some of the offers which Mexico rejected would have created untold strife in the U. S. broadcasting field—particularly a last-minute offer to directionalize two U. S. 1-A clear channels, which Mexico turned down because she wanted absolutely clear rights on those channels herself.

The U. S. delegations' willingness to consider a reduction in channel widths from 10 kc to 9 kc, with its far-reaching effects on allocations among the 2,000-odd U. S. stations, similarly demonstrates this nation's willingness to explore any possible solution to avoid total impasse. The future of the 9 kc proposal—which apparently nobody wanted except as an absolutely last resort—was unknowable in the wake of the Mexican retirement. It seemed a long-range basis for agreement, at best.

Hopes for amicable radio relations among the North American nations would get a much-needed boost if the Mexicans should reconsider and return. Despite their protestations of friendliness and hope of later agreement, however, they can contribute most by abandoning their strange concept of "sacrifice," which to them appears to apply only to the other fellow.

A treaty is urgently desirable. But, irrespective of the nations involved, it must be based on fairness, good engineering standards, protection of national service, and an allocation of channel rights in accordance with national needs.

Rx: Rating Relief

RELATIVE ACCURACY of program ratings is a question that has been puzzling everyone in radio for a long time. Several weeks ago Stanley Breyer, commercial manager of KJBS San Francisco, posed it again. Pointing to differences in Hooper and Pulse surveys in his area, he asked which of the two systems was the more reliable. He proposed a way of finding out.

The KJBS challenge stirred the industry. To many station, agency and advertiser executives it seemed the opportunity to push for the answer to the question that had been puzzling each of them. After some debate a special committee was named under the chairmanship of Dr. Kenneth H. Baker, NAB research director, to study the whole situation.

Though the story has dropped from the headlines the past few weeks it is apparent that it has not dropped from the minds of the industry. After several meetings Dr. Baker promises a report from his committee in mid-November (see story this issue). It is expected that the report will recommend experimental tests to set up standards against which differences in research data can be measured.

That the recommendations of this committee are awaited eagerly there can be no doubt. One broadcaster writes:

"I am a stockholder in two stations, one in a large market and one in a small. In one city we buy research reports every month based on the aided recall technique; in the other we buy reports based on the coincidental method. We would much prefer to settle on a single type of audience research, which everybody would understand and accept. I believe there are thousands of others in the same position. Here is an excellent opportunity to settle the problem. Let's not muff it."

There is the challenge in a nutshell. The problem has waited too long. Dr. Baker's committee can do all of radio an immeasurable service if it can come up with a workable answer.

ANA Post-Mortem

NOW THAT the record is closed on the 41st annual convention of the Assn. of National Advertisers, a little shop talk is timely. Radio averted the rate-cut thrust, largely because it was abortive and ill-timed in a war-time economy.

As a matter of fact, all media took a lambasting for the rate spiral—all except radio, which hasn't had the stomach to ask for one when it had been singled out for the attack. The radio case, nevertheless, is better than that of the printed media because radio rates always have been too low as was inadvertently attested by several ANA speakers who called radio the best dollar buy.

Newspaper and magazine top brass were at the ANA convention in Chicago to tell their story. Radio, for some unaccountable reason was not. To be sure, Mr. Niles Trammell, NBC board chairman, was there. So was Dr. Frank Stanton, CBS president, and certain of his key sales executives. Mr. Edgar Kobak, now a consultant, was on hand—a firehorse who attends practically all meetings where there's an advertiser's buck floating about and a job to be done for radio.

Here was a convention of the men who spend 75% of the national advertising dollar—for network, for spot, for dealer co-op, as well as for magazines and newspapers. Literally dozens of newspaper and magazine men were seen around the Drake convention headquarters. Several were on the ANA program. We saw only the broadcasters above-mentioned.

Why wasn't a broadcaster or telecaster on the program to tell the radio or TV story? Isn't it timely for radio, for example, to point out that the price of Mr. Bill Smith's Lipton Tea has increased from a thin dime to 33 cents per small package in the last decade; that Esso gas is no longer six gallons for a buck; that cigarettes aren't two packs for a quarter—and that in the last decade radio's rates, despite saturation circulation, have remained virtually static? (Incidentally, circulation is all the printed media sell, not proved readership.)

The spring meeting of ANA will be held March 28-31 at Hot Springs, Va.

our respects to:

SAMUEL FRANK CROWTHER

IF Samuel Frank Crowther ("Red" Cross to the initiated) found a box of Cuesta Rey cigars among the gifts marking his half-century of life last September, it must have lit up a fond memory for the versatile commercial manager at WMAZ Macon, Ga.

Those band-wrapped smokes were part of Mr. Cross' piano act in the late '20s when he barnstormed radio stations. The Cuesta Reys were the pianist's contribution for the best letter writer.

While the tour of outlets was in the way of keeping the cupboard full, it also served to introduce him to the people in the field who were pioneering in the fast-blooming medium. During the cross-country run on the piano keys, Mr. Cross met WMAZ, later to become his radio home.

This was Mr. Cross at the age of 28—an accomplished artiste at the ivory board, a chemical engineer and ex-General Electric employe, former assistant to radio's Norman Brokenshire, and winner of the title "World's Champion Marathon Pianist." His life up to that point could be described as just one great adventure.

Samuel Frank Crowther was born at the turn of the century in Schenectady, N. Y., the only child of Dr. Frank Crowther, dentist and member of Congress, representing that New York district for 24 years.

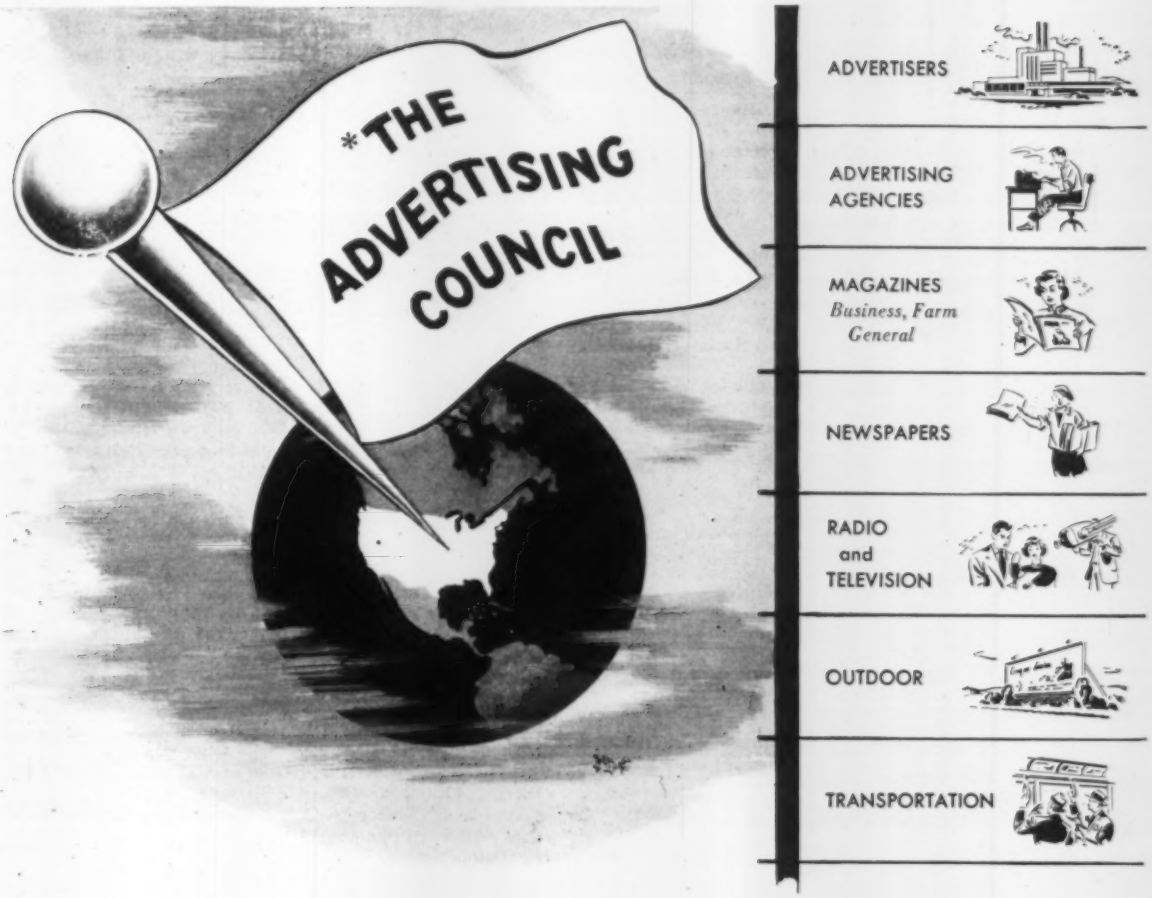
In 1904, when Mr. Cross was four, his mother died and Dr. Crowther placed his son in a succession of military schools in this country and abroad. He entered the U. of Pennsylvania, only to leave for a year's duty with the Army. The Armistice in 1918 found him at Plattsburg. Returning to school, Mr. Cross graduated as a chemical engineer and launched his career at the Schenectady GE plant.

From this point on, Samuel Frank Crowther was dropped and the name "Red" Cross ushered in. It all happened when he was spending off-hours at WGY Schenectady where he went to use his piano talent. Announcing via the old-style inverted megaphone-to-microphone was a trick which did things to the name Frank Crowther, Mr. Cross recalls. Thus, the announcer observing the shock of red hair and shortening the last name to a palatable Cross, renamed the upstate New Yorker, "Red" Cross.

After two years at General Electric, Mr. Cross went to Washington, as assistant to Norman Brokenshire, where he says his main duties were "carrying equipment and ringing the chimes" for Mr. Brokenshire.

While on assignment in Miami, Mr. Cross stepped out of his hotel to fall victim to a

(Continued on page 47)



"Marshalling the forces of advertising to help solve national problems and to make democracy work better..."

DO YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education ... *in the public interest?*

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business — advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without... the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is *your* organization... The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space or time donations, will mean a lot to us. And remember ... *What helps America helps you!*

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council ... how it started ... what it is ... what it does ... Or ask for material on specific campaigns. Address:—The Advertising Council, 25 West 45th Street, New York 19, N. Y.

Published in the public interest by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD

front office

DEAN FITZER, general manager WDAF-AM-TV Kansas City, unanimously elected to board of directors *Kansas City Star* company and becomes managing director radio-TV. Succeeds late **E. E. Robertson**, advertising manager and board member. Mr. Fitzer started with *Star* in 1920 as reporter and became WDAF manager in 1925.

Mr. Fitzer

ROBERT LEE, commercial manager CHUM Toronto, to manager, succeeding **ROLY FORD**, resigned.

FREDERICK A. CURRAN, assistant treasurer and comptroller WHLI-AM-FM Hempstead, L. I., resigns to become assistant deputy for civil defense, Hempstead, L. I.

CKLW Windsor appoints **All-Canada Radio Facilities**, Toronto, as exclusive representative in Canada.

JACK D. KELLY to general sales manager in charge of local and national sales WSRS Cleveland.

CY WAGNER, manager television and radio department Mutual Entertainment Agency, to ABC-TV as account executive to work with Manager **Jerry Vernon**. **ARTHUR BERG** resigns as salesman at WGN-TV Chicago to join AM network sales division as account executive at ABC, headed by **Robert McKee**. Mr. Berg is former radio-TV director MacFarland-Aveyard Adv. Agency, Chicago.

WVET Rochester, N. Y., names **Bolling Co.** as representative effective Nov. 1.

JACK MILLER, promotion department Hoffman Radio-Television Corp., Los Angeles, to KPOA Honolulu as account executive-promotion manager.

FRED REINHARDT, assistant sales manager KITO San Bernardino, appointed manager Riverside studios and offices KITO.

WILLIAM B. MacRAE, WPIX (TV) New York, and **ROBERT ROBBINS**, classified advertising manager **Town and Village**, to sales staff Headley-Reed Co., N. Y.

ROGER HARRISON, farm director WBZ-AM-TV Boston, appointed to radio-TV sales staff.

DEAN UPSON to national sales manager KTBS Shreveport, La. W with NBC and CBS as producer. **CHARLES F. WHITESIDES Jr.** local sales manager for KTBS. Was with KPRC Houston, Tex.

Mr. Upson

Mr. Whitesides

GENE THOMPSON to sales staff WSYR Syracuse, N. Y.

G. F. (Red) BAUER, sales manager WINN Louisville, Ky., retires to Ft. Lauderdale, Fla.

HAMILTON ROBINSON to assistant to **George Frey**, director NBC TV sales, succeeding **JOHN WILLIAMS** [BROADCASTING, Oct. 16].

Personals . . .

JOHN E. SURRICK, vice president and general manager WFBR Baltimore, elected 2d vice president 1951 Chesapeake Bay Fishing Fair Assn. . . . **DAVID M. SEGAL**, general manager Cotton Belt Group and KTFS Texarkana, Tex., visiting L. A. while recuperating from pneumonia.

FREDERICK A. KNORR, president and general manager WKMH Dearborn-Detroit, elected vice president Dearborn Chamber of Commerce . . . **DANIEL W. KOPS**, vice president and general manager WAVZ New Haven, Conn., appointed chairman of civic affairs committee of Jr. Chamber of Commerce. **RICHARD (Moe) MONAHAN**, commercial manager WAVZ, appointed New Haven and Connecticut chairman of Voice of Democracy contest.

FRANK SCOTT, veteran radio attorney and former congressman from Michigan, at Mayo Clinic, Rochester, for series of operations. Good progress reported. . . . **PHILIP G. LASKY**, general manager KPIX (TV) San Francisco, replaces **DAVID CRANDALL** as president S. F. chapter Academy of Television Arts and Sciences. Mr. Crandall recently resigned as KGO-TV San Francisco program manager to join NBC-TV New York as director [BROADCASTING, Oct. 9].

JOHN W. NEW, general sales manager WTAR-AM-TV, Norfolk, convalescing following illness due to overwork. Expected to be away from work about one month. **JACK DAVIS**, manager W. S. Grant Co. station representative, N. Y. office, father of boy, Kenneth Steven, Oct.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

AAW EXPANDS

Increases Scope of Board

EXPANDING its sphere, Advertising Assn. of the West, which represents advertising agency groups in 11 Western States and Western Canada, has appointed to its board of directors representatives from other media, agency and advertiser groups.

Named to represent broadcasting was Robert J. McAndrews, managing director, Southern Calif. Broadcasters' Assn.; agencies, Carl K. Tester, vice president and general manager, Philip J. Meany Co., Los Angeles, and governor, Pacific Council, American Assn. of Advertising Agencies. Other fields from which representatives were named include direct mail, newspaper, magazines, outdoor advertising, and retail.

Respects

(Continued from page 44)

curb-hopping automobile. The accident put him in the hospital where he underwent a series of leg operations the better part of a year. It left him with an ankle rebuilt of silver pins and plates which allow movement of the foot in only one direction.

Nearly penniless (the auto driver had no insurance, no assets), the indestructible "Red" Cross went to his own relief. He revived his piano-playing ability and entered the famous piano marathon craze of the era, winning himself the world championship.

When the stock market crash cracked the economy wide open, Mr. Cross found himself depression-stranded in Asheville, N. C., without a traveling expense sponsor. He went to work for WWNC there in June 1929 and met Gertrude Hillis, whom he married one year later. He left Asheville to join WSB Atlanta as program director when the station donned 5 kw power in 1930. A year later, he turned up in the commercial field as station manager and then operations manager for Virgil W. Evans of Spartanburg, who was operating WSPA that city, WRDW Augusta, WNOX Knoxville, WBHS Huntsville (Alabama's first).

To WMAZ in 1933

In 1933, Mr. Cross became a member of the WMAZ family, liked his new association and has been settled in Macon ever since.

As an executive in the radio commercial field, he has made it his business to be a cog in the community's merchandising wheel. Many small concerns in the city look to him as their advertising director, aware that "Red" Cross never will hesitate to recommend other advertising media or other stations if he thinks it particularly wise for the firm's needs.

A community builder, Mr. Cross is director of the American Red Cross and the Community Chest in the local area. He has been named "Outstanding Exchangeite" by the Macon Exchange Club. He has served as president of Georgia Assn. of Broadcasters and only recently became chairman of GAB's 1951 Radio Institute.

As a hard-hitting commercial manager, Mr. Cross would be the first to deny that he goes in for philosophy. But in the practical sense, radio to him is the neighbor who leans over the fence to tell a story. From where Mr. Cross views the medium, radio is meant to tell a story—"say it, don't play it," he says. He insists that radio is not the home folks' juke box or record player and while an entertainer, it is primarily the medium through which the listener wants to be "told something."

Public Service Views

WMAZ's "gentleman" executive—the station hasn't used contracts for local business since 1943 and the bad debt charge-off has been a rarity since then—also asserts: "No show is worthwhile unless it is commercial." To Mr. Cross, no station will spend the money for a sustainer that a sponsor will for a commercial. Equally strong is his feeling that putting a poor program on the air just because it is sold is a bad practice. Both he and Wilton Cobb, WMAZ general manager, abide by the theory that a station can be 100% commercial and still do a good public service job. "It's what you give the listener that counts," they say.

Mr. Cross likes to remember his freighter trip to South America, cross-country drive in an early Kissell car, a summer on a Western ranch—all summer vacation experiences in his college days. Or he recalls when in 1932, Sen. Richard B. Russell of Georgia, then Governor, reduced his rank from "damn Yankee" to plain "Yankee," or when a few years later, Gene Talmadge, who was Governor at the time, made Mr. Cross "A Fellow Countryman."

But no matter where Mr. Cross may dip into his colorful background to recount a rich experience, it is bound to have reference to the art of broadcasting—because "Red" Cross helped to nourish it to full bloom.

LIBERTY SIGNS

KMPC New L. A. Affiliate

LIBERTY Broadcasting System has signed KMPC Los Angeles as an affiliate effective immediately, according to Benton Paschall, vice president in charge of LBS' western division operations. Deal was negotiated by Mr. Paschall with Robert O. Reynolds, KMPC vice president and general manager, and Loyd Sigmon, chief engineer.

Contract brings to 40 total number of Liberty West Coast affiliates. West Coast executive offices of Liberty will be moved to the KMPC building at 5939 Sunset Blvd., Hollywood, effective Nov. 1, according to Mr. Paschall.

CFOR Orillia, moves from 250 w on 1450 kc to 1 kw on 1570 kc Nov. 15. Tower was built for new frequency.

Static and Snow

By AWFREY QUINCY

"Titwillow"
(In Color)

On a bat-wing antenna a broadcaster saying
"Color, oh color, oh color"
Then flapping his arms to the pavement he sprang
With "Color, oh color, oh color."
He cried, "You're not acting with propriety
For 'interest, convenience and necessity' "
But the poor dope just gogled and said wearily,
"Color, oh color, oh color."

* * *

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully, because if this writer collects, we're IN. At one time or another, we've had ideas on how to double the profits of Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. We might even build a new asylum.

* * *

Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

Philip R. Irwin

PHILIP R. IRWIN, 38, staff announcer with KGW Portland, Ore., died Oct. 10 of polio. Mr. Irwin had been with the station for 16 years, with the exception of two years service in the Marine Corps during World War II. Surviving are his widow, Mrs. Eloise Irwin; two children, Priscilla, 3, and Mark, one; his parents and a sister.

WBSR to CBS

WBSR Pensacola, Fla., becomes an affiliate of CBS, effective Nov. 5, bringing total number of CBS affiliates to 193. Owned and operated by WBSR Inc., Pensacola, WBSR broadcasts with 250 w on 1450 kc. Don Lynch is vice president and general manager.

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

air-casters

CHARLES LEWIS, WWJ Detroit announcer, named producer. **CHARLES PENMAN** shifted from AM to TV production. **JAMES LYNCH**, CKLW Windsor, Ont., to WWJ as announcer.

MITCHELL BENSON, manager packaged programs and talent contract NBC, named assistant manager to director of talent and program procurement NBC-TV.

TED JAFFEE, WNAV Annapolis, to announcing staff WAAM (TV) Baltimore. **ORVIS SHATTUCK**, staff photographer, to active duty with Army. **JOHN KELLEY** replaces him.

JIM HART, KTKT Tucson, announcer-operator, to KPRO Riverside, Calif., in same capacity.

THEODORE K. BROIDO joins WNBT (TV) New York as merchandising supervisor. Was associate director radio-TV Al Paul Lefton Inc., N. Y., agency, and assistant to commercial program director MBS.

EDWARD W. QUINN to manager sales promotion and research WTAG-AM-FM Worcester, Mass.

ROBERT S. YEAGER, production manager WTMA Charleston, S. C., named assistant program director.

BEVERLY BUSH, promotion assistant and continuity writer KBON Omaha, named promotion manager.

GEORGE GOTHBERG, WJMO Cleveland, to WSRS same city doing three shows daily and supervising continuity. **JACK MORRISSEY**, program director WAAB Worcester, Mass., to WSRS announcing staff.

KATHRYN CLARK, KOIL Omaha, to WOW-AM-TV same city, as traffic manager.

CLAIR WEIDENAAR, radio writer and director of NBC-TV's *Texaco Star Theatre*, and other network productions, to KIKI Honolulu, T.H., as program director.

Mr. Weidenaar

MAURIE KIRK, disc jockey WCBC Anderson, Ind., named chief announcer.

KENN BARRY, KSTP-TV Minneapolis producer, named production director in charge of all studio shows and personnel.

VERNE GLEWWE to program director WQUA Moline, Ill. **JACK DAVIS** to promotion director.

WARREN ANDERSON, KBIZ Ottumwa, Iowa, to chief announcer and acting program director KSTT Davenport, Iowa. **JOE GREAR**, librarian WQUA Moline, Ill., to staff announcer and librarian KSTT. **BOB ELSTON**, WQUA, to night staff KSTT. **LARRY EDWARDS**, KBUR Burlington, Iowa, to morning man with KSTT.

DEANE LONG, program director KVOE Santa Ana, Calif., to KFSD San Diego Nov. 1 in similar capacity.

PHIL IRWIN, KGW Portland, Ore., staff announcer, suffering from polio.

JOHN EVANS, WCOS Columbia, S. C., to WIS same city as announcer. **HELEN HILL**, music librarian WIS, resigns. **RUTH STONE**, pianist, succeeds her and conducts *Ruth Stone Show*.

RAY KUBLY, announcer-operator KAVR Havre, Mont., to KIST Santa Barbara, Calif., in same capacity.

CHUCK GROPP, KNAK Salt Lake City announcer-operator, to KORE Eugene, Ore., in same capacity.

JOHN SPEARS, KUBA Yuba City, Calif., announcer-engineer, and **SUSAN GILBERT**, in same capacity KDAN Oroville, married Sept. 25. Move to KFDR Grand Coulee, Wash., as announcer-operators.

BOB BUSCH, associate director of production WPIX (TV) New York, named director of production. **DICK LUKIN**, advertising promotion representative for *Life* magazine in Washington, D. C., to associate director of production at WPIX.

JAY KATZ, graduate National Academy of Broadcasting, Washington, to continuity editor WWDC-AM-FM Washington.

DAVID L. WAITE, news and special events director WFOR Hattiesburg, Miss., to staff announcer KOIN Portland, Ore.

IDA PAPPAS to public affairs department WHLI-AM-FM Hempstead, L. I.

AL (Skip) PIPER, graduate Broadcasters Network Studios, Hollywood, to KGEM Boise, Idaho, as staff announcer.

WILLIAM JORDON, graduate Columbia Institute School of Radio, Phila., to announcer WDAD Indiana, Pa.

TOM MERCEIN to announcing staff WTMJ-AM-TV Milwaukee. Conducts late-evening record show, *Music With Mercein*, six times weekly.

BOB LOEBER to promotion department ABC Chicago from General Outdoor Adv. Co.

EDWARD WYATT, graduate Columbia Institute School of Radio, Phila., to announcer WVCH Chester, Pa.

SOREN MUNKHOF promoted to production manager WOW-TV Omaha. **ELDON ANSPACH** named senior producer.

HELEN LEE, singer with Tex Beneke's orchestra, to staff vocalist WBBM Chicago.

Mrs. EILEEN BOECHER, ABC co-op sales department, N. Y., to promotion department WSAZ Huntington, W. Va.

JOHN BARRY, graduate Radio Operational Engineering School, L. A., to KBMY Billings, Mont.

DALE SCOTT, KSYC Yreka, Calif., combination man, to KDZA Pueblo, Col., in same capacity.

STEVE HARVATH, KCLF Clifton, Ariz., announcer-engineer, to KXO El Centro, Calif., in same capacity.

BILL STEVENS, graduate Radio Operational Engineering School, L. A., to KREM Spokane as announcer-operator.

JIM LANGTON, KLMX Clayton, N. M., announcer-operator, to KCLI Clifton, Ariz., in same capacity.

PAUL BRESNIK, KWSD Mt. Shasta City, Calif., combination man, to KSBW Salinas, Calif., in similar capacity.

JAY CHARLES, announcer-operator WUSN Charleston, S. C., to KMOD Modesto, Calif., in same capacity.

BOB HAWKINS, recent graduate Radio Operation Engineering School, to KWJB Globe, Ariz., as announcer-operator.

ARTHUR DAVID HILTON, film editor, to direct first **Buster Keaton** TV film to be made at KTTV (TV) Los Angeles.

JACK WARREN, KFDW Helena, Mont., announcer-engineer to KVOG Ogden, Utah, in same capacity.

HILLIARD MARKS, producer CBS *Jack Benny Show*, named producer comedian's television show debuting Oct. 28 on CBS-TV.

MARC HANAN and **JACK GRAY**, graduates Radio Operational Engineering School, L. A., to KSYC Yreka, Calif., as announcer-engineers.

ABERT SCHMICK and **WALTER DePUY**, graduates Columbia Institute School of Radio, Phila., to WAYB Waynesboro, Va., as announcer and copy writer, respectively.

JACK NEWMAN, KOTV (TV) Tulsa, Okla., to announcing staff KOME same city.

News . . .

THOMAS J. HYNES, BROADCASTING, to WRC-WNBW (TV) Washington news and special events department.

JEAN MONTGOMERY, **ELEANOR BURTON**, **AL SIMONSON**, cameraman, and **JIM CURTIS** to NBC-TV news and special events Washington office.

HAL MALONE to sports commentator CJOR Vancouver, B. C.

AL WOOLRIDGE, news editor WAND Canton, Ohio, to news editor WCBC Anderson, Ind.

JACK BUTLER, Washington *Times-Herald* news staff, and **Mrs. VIRGINIA N. MILLION**, St. Louis *Star-Times* Washington bureau, named to WWDC Washingtgon news staff.

what's a gnat's whisker worth?

When you're running with champions, you don't mind *not* being first. Particularly when you're just a gnat's whisker away.

WBBW is NOT Youngstown's first station in listeners. CBS station is. And well it should be for the cost involved. Then you look at the record and find your station . . .

- delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station
- ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere
- presents the top disc jockeys and the greatest coverage of news in this market
- is acknowledged "the" sports station for a half million listeners
- elbowed out most outside-city listening (including 2 NBC, 50 kw); captured most of their previous ratings

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modestly? We ARE the outstanding buy in Youngstown

Of 3 Youngstown stations **WBBW...**
First Choice of the Local Advertiser

So buy **WBBW** *Serving Ohio's Third Largest Market*

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We, or Forjoe, can prove it.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

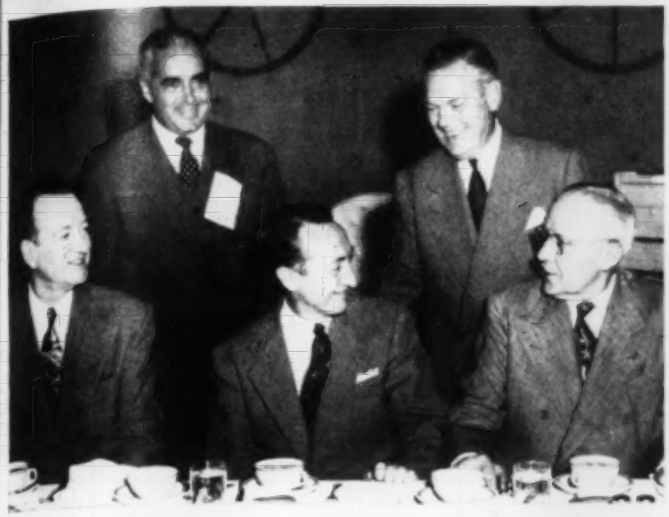
JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX **NOVA SCOTIA**

CHNS

HALIFAX **NOVA SCOTIA**



GATHERED at the launching of the Radio Executives Club of Boston's 1950-51 season are (l to r): Seated, William B. Ryan, NAB general manager; Edward P. Shurick, CBS market research executive who spoke on AM radio, and C. E. Arney Jr., secretary-treasurer of the NAB. Standing, Craig Lawrence, WCOP general manager and REC past president, and Harold E. Fellows, WEEI general manager and newly elected president of the REC.

IN SECURITY'S NAME . . .

Freedom of Information May Die—Lasswell

A WARNING that a "continuing crisis may undermine and eventually destroy" freedom of radio, press and other information sources was sounded in a research report issued by the Committee for Economic Development" Oct. 14.

This conviction was voiced by Prof. Harold D. Lasswell, noted political scientist, in his new book, *National Security and Individual Freedom*, which is part of the work initiated by the CED Research and Policy Committee of businessmen in their own analysis of the security-freedom problem.

CED charged last December that the government is drawing the veil of secrecy around vital security data to the detriment of individual freedom. Such measures, CED declared, would ultimately dry up radio and other channels of information [BROADCASTING, Dec. 19]. Charge was contained in the committee's statement on national policy based on the research group's earlier findings.

Prof. Lasswell sets forth "four traditional principles of national policy" — freedom of information, civilian supremacy in government, civil liberties and a free economy—as a backdrop against which the whole security program must be measured.

"They merit emphasis because they are peculiarly likely to be violated during a prolonged period of crisis," Prof. Lasswell cautions. ". . . The problem is to determine whether the potential loss of freedom can be avoided or reduced without endangering national security beyond the margin of reasonable risk."

The "urgent problem," he adds, is to keep sacrifices of freedom at the lowest point consistent with national security, "since an unnecessary loss of freedom is an unnecessary blow to security."

Prof. Lasswell urges all levels of America to be "fully conscious of the dangerous possibilities that lie ahead," and underscores the "gradual and insidious process" of withholding of information, decline of public opinion, expansion and centralization of government, rising government expenditures, weakening of political parties and the courts, and decline of Congress and civilian administrators.

Prof. Lasswell's book is the 13th full-length report written for CED, a non-profit organization of leading businessmen and educators engaged in non-partisan consideration of national policies. The book, published by McGraw-Hill Book Co., presents his own views and not necessarily those of CED, it was stressed.

MEDIA COSTS

Schroeder Backs Rate Jump

ADVERTISERS must spend more money today than they did 10 years ago to get the "same sales results" because the cost of advertising has increased along with other services, Willard Schroeder, general manager of WOOD Grand Rapids, Mich., told the city's Advertising Club fortnight ago.

Noting that additional products and media compete for the consumer's dollar and attention, Mr. Schroeder pointed out that TV's availability to advertisers will continue to grow and that AM radio can be expected "to shrink rather than grow, mostly because there are simply too many stations in operation for all of us to make a profit." He attributed this in part to FCC policy governing revised AM engineering standards and grant of hundreds of new AM outlets.

Mr. Schroeder told the group that "it is time for us to be completely honest with ourselves . . . and frank with our clients about the real cost" of advertising.

He cited a Pittsburgh radio station which in 1940 sold 15 minutes of nighttime for $190 and still adheres to that rate. But most businessmen, he continued, sense increased cost of advertising, and top-flight advertisers "know that a 1940 advertising budget can't do the job required of it in 1950." He observed that General Mills increased its 1949 budget 25% on the premise that the real cost had gone up "more than that percentage."

Mr. Schroeder also felt that "favorable statistics on cost-per-thousand" listeners do not present the picture accurately, nor do set sales mean listening or viewing.

"Sales results are what count in advertising. You simply have to spend more money today than you did 10 years ago to get the same results—regardless of what the rate cards and circulation data indicate," he said.

KFAB Omaha moved full scale operations to Nebraska State Fair. Talent played shows all day, every day, both for watching and listening audiences.

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Mgr.

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

North Jersey Reporting!

THERE'S ONLY ONE WAY TO REACH THIS QUALITY MARKET . . . DOUBLE POWER OFFERS INCREASED COVERAGE AT MODEST COST. SPECIAL INTEREST - EVENTS — NEWS PROGRAMMING GUARANTEE LOCAL IMPACT. LET US SEND YOU THE COMPLETE REPORT.

WMTR NOW 1000 WATTS STUDIO: MORRISTOWN, N. J.

KRMG WJOC BIDS

Changes Favored by FCC

IMPROVED facilities for KRMG Tulsa, Okla., and WJOC Jamestown, N. Y., were anticipated in two initial decisions issued last week by FCC Examiner Leo Resnick.

The decisions tentatively approved KRMG's application for an increase in nighttime power from 10 to 25 kw, directionalized, as well as WJOC's request for 1340 kc with 250 w, fulltime, in lieu of its present daytime-only operation on 1470 kc with 1 kw.

Engineering conditions would be attached to each grant. The decisions become effective in 40 days unless the Commission is asked to hear oral argument or calls for it on its own motion.

Both applications had been set for hearing largely on engineering questions.

In the KRMG decision, Examiner Resnick said the station, which operates on 740 kc with 50 kw day and 10 kw night, would provide a new nighttime service for 54,143 persons in an area of 1,336 square miles by boosting night power to 25 kw. Its total nighttime service area would cover a population of 282,217 in 2,722 square miles.

In the WJOC case, Mr. Resnick said the proposed new fulltime operation would give Jamestown its second nighttime AM service, covering 44,500 persons within a 15.5 square mile area at night while serving 69,200 persons in an area of 542 square miles daytime.

It was the second initial decision anticipating a grant of the WJOC application. The first, issued by Examiner Resnick in February, was later set aside by the Commission for further hearing on the question of possible interference to CKOX Woodstock, Ont. In his decision last week Mr. Resnick held "it is clear that WJOC would not cause any objectionable interference whatsoever to CKOX."

Transit Radio's Value

TRANSIT Radio is becoming "a most valuable emergency instrument of public safety," according to "Sic Gloria Transit Radio," an article by George W. Keith, published in the Sept. 28 issue of *Public Utilities Fortnightly*, Washington, D. C. Mr. Keith says not only have "TR's eyeteeth been cut, but the wisdom teeth are showing, and TR is here to stay, a permanent part of the national panorama." Hulbert Taft Jr. (WKRC-AM-TV WCTS (FM) Cincinnati), chairman of the board, Transit Radio Inc., is quoted extensively in the article which describes "progress and pitfalls" of the transit companies' "supplementary service."

Good Health to Children...

For the sake of your children, and your children's children, make sure you buy and use Christmas Seals.

Christmas Seal funds have fought tuberculosis since 1907. And today your children have a far greater chance of escaping TB than you did.

Yet tuberculosis still kills more people than all other infectious diseases. So give your children a still better chance. Send your contribution today.

buy Christmas Seals

Because of the importance of the above message this space has been contributed by

BROADCASTING TELECASTING

allied arts

JOHN W. ELWOOD, recently resigned as general manager KNBC San Francisco, opens offices as general business adviser retained by NBC. Offices are at 57 Post St., S. F.

HILLIARD ROSE, freelance TV director, to Chicago office Cowan & Whitmore as manager, replacing **FRAN WEIGLE**, resigned.

LIDA LIVINGSTON, assistant to **Margaret Ettinger**, president, Ettinger Co., Hollywood (public relations), to firm's N. Y. office for three months as temporary replacement for **ETHEL KIRSNER**, resigned.

TED BLISS, Young & Rubicam Inc., Hollywood, producer, signed by Commodore Productions & Artists Inc., Hollywood, to direct transcribed *Hopalong Cassidy* show. **Walter White Jr.** continues as show producer.

LEO SHORE, formerly with United Nations, to head newly formed program division of Pan American Broadcasting Co., N. Y. representative of foreign radio stations. Division will include complete foreign language radio production service. Pamphlet explaining "Foreign Language Broadcasting" may be obtained by writing to Pan American Program Division, 17 East 42nd St., N. Y. 17.

J. L. (Les) KAUFMAN, public relations director Fanchon & Marco Inc., to Ettinger Co., Hollywood, as vice president in charge of West Coast operations.

OLIVER M. (Sol) SOLINGER, film talent representative, to Melvin, Newell & Rector, Hollywood (public relations), as vice president and general manager in charge of movie star endorsement programs servicing advertising campaigns for national accounts.

MARTIN H. WORK to executive secretary National Council of Catholic Men, producer of *The Catholic Hour*, *Hour of Faith* and *Faith in our Time*, network radio shows. Suceeds **JAMES S. MITCHELL**, resigned to become associate executive director of Associated Services for Armed Forces.

JOHN CARRADINE contracts to make *The John Carradine Show*, three-weekly 15-minute TV package for Demby Co., N. Y., TV producer.

FAMOUS PROPERTIES & PROGRAMS announces *World Passport*, hour-long weekly TV series, featuring talent from members of United Nations. Star entertainers from 60 nations will participate, firm claims. Sponsor and network to be announced soon.

CAPITOL RECORDS Inc., Hollywood, releases *Daddy's Last Letter*, recording of letter sent by Pfc. John J. McCormick to his wife and children shortly before his death in Korea.

Equipment . . .

JOHN F. BYRNE, vice president and chief engineer Airborne Instruments Lab, Mineola, N. Y., to Motorola Inc., Chicago, as associate director of research in division of communications and electronics.

RCA Victor Div. packaging and materials handling engineers won two first places and two honorable mentions in competition sponsored by Society of Industrial Packaging and Materials Handling Engineers.

GENERAL ELECTRIC Co., tube divisions, announce new half-wave rectifier tube designed for TV receivers. Type 1X2A is suitable for use in both radio frequency and fly-back types of power supplies.

AMERICAN ELECTRONEERING Corp., L. A., moves to 5025, 27 and 29 W. Jefferson Blvd.

CORNISH WIRE Co. moves general executive offices to 50 Church St., N. Y. 7, effective Oct. 30.

Technical . . .

JOHN PEFFER, chief engineer WTAR Norfolk, Va., since 1946, promoted to newly created post of manager of operations for WTAR-TV. **RICHARD L. LINDELL**, assistant chief engineer for WTAR-TV, suceeds Mr. Peffer.

Mr. Peffer

Mr. Lindell

JERRY CUNNINGHAM, WGKV Charleston, W. Va., to engineering staff WSAZ Huntington, W. Va.

JACK DORFMAN, graduate School of Radio Technique, N. Y., to cameraman WAAM (TV) Baltimore. **EDWARD HAMPTON**, Capitol Radio Engineering School, Washington, to WAAM engineering staff.

HENRY WESLEY to studio engineering staff WIS Columbia, S. C., replacing **WILBUR SWYGERT**, transferred to transmitter staff.

BILL OLSON, graduate Broadcasters Network Studios, Hollywood, to WTVB Coldwater, Mich., as combination man.

SERIES of pictures depicting radio-TV activities at WSYR-AM-TV Syracuse, N. Y., to be featured during fall in pictorial gravure supplement of Syracuse Sunday *Post-Standard*.

OCTOBER 23, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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OCTOBER 23, 1950

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COURT COLOR TEST

RCA, Pilot Seek Restraining Orders

THE AWAITED court test of FCC's adoption of CBS color television standards was launched on two fronts last week—by RCA in Federal District Court in Chicago, and by Pilot Radio Corp. in Brooklyn.

Both suits—which FCC said it will "vigorously oppose"—seek temporary restraining orders to prevent the execution of FCC's color decision pending trial for permanent injunctions.

Though no dates had been set for hearings, the Commission was known to be expediting its responses in an effort to get early disposition of the cases. Unless stayed, approval of the CBS system becomes effective Nov. 20.

One of the Commission's first moves in the RCA case was expected to be an attempt to have the suit moved to New York, on grounds that the Chicago court lacks jurisdiction. With respect to the Pilot suit, FCC may claim the company lacks legal standing to appeal since it was not a party to the color TV proceedings.

RCA, whose dot-sequential compatible color TV system was the CBS technique's chief rival in the FCC hearings, was joined in its suit by NBC and the RCA Victor Distributing Corp., both wholly owned subsidiaries.

The case was assigned to Judge Philip L. Sullivan, and two other judges will be named to sit with him in hearing the suit.

FCC Order Hit

In its complaint, accompanied by some 80 pages of comment on the color question, RCA charged that FCC's order approving CBS color "is illegal, void and beyond the power, authority and jurisdiction of FCC," and "will impede the future growth of the television industry."

Signed by RCA President Frank M. Folsom and filed by Weymouth Kirkland of the Chicago office of Kirkland, Fleming, Green, Martin & Ellis, with RCA's New York attorneys Cahill, Gordon, Zachry & Reindel appearing as counsel, the complaint charges the FCC order:

- **Is contrary to public interest, convenience and necessity, the "basic statutory standard" of the Communications Act.**
- **Is "unsupported by substantial evidence, is arbitrary and capricious, and is an abuse of discretion."**
- **Was adopted "before the FCC had discharged its statutory duty to inform itself adequately before issuing a final order in a rule-making proceeding. The FCC wrongfully refused to consider additional evidence of determinative significance to its decision and wrongfully denied the RCA petition."**
- **Was based on "rejection by the television industry" of FCC's proposal for adoption of bracket standards by manufacturers "without a hearing."**
- **"Deprives plaintiffs of property without due process of law."**

In addition, the complaint charged that an FCC engineer—E. W. Chapin, chief of the FCC Labs Division—was permitted to continue work on TV color tests and on the hearings after it was revealed he had invented a device (automatic adapter) "usable only on the CBS color system."

This engineer, RCA charged, "took the most active role throughout the hearing on the Commission's behalf and was in charge of the laboratory which tested the color systems." RCA said FCC relied on his advice "because the majority of the Commission have no engineering training and the decision is stated to be based entirely upon engineering considerations.

"Although the engineer foreswore any financial interest in his device, he did have professional prestige and reputation at stake which could be furthered only if the CBS system were adopted."

This charge provoked a prompt reply from the Commission—a reply quoting from the record of the hearing at the time Mr. Chapin's development was disclosed.

Comments by Coy

When RCA counsel objected to an FCC move to put a description of Mr. Chapin's invention into the record last November, FCC pointed out, Chairman Coy answered that:

"Mr. Chapin is . . . in no way in position to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. The Commission is perfectly competent and has the ability to determine between contesting forces in these hearings . . . and I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings . . ."

Pilot's suit charged that approval of the CBS system was "arbitrary and capricious" and was issued upon "hope and speculation and the ephemeral belief that further experimentation and possible improvements would subsequently justify the Commission's decision."

Pilot claimed that as soon as the FCC decision was published, "plaintiff began to receive and has continued to receive cancellations of previously placed orders for its black-and-white television receivers." Pilot dealers, the suit said, "find themselves burdened with a large stock of black-and-white television sets which have been rendered unsaleable as a result of said decision."

RCA, which said it had manufactured more than 1½ million TV sets since the fall of 1946, and NBC

(Continued on page 64)

AT&T FACILITIES

FCC Probes TV Allocations

ON THE HEELS of its proposal to equalize television network competition [BROADCASTING, Oct. 9, 16], FCC last Thursday launched an investigation of the lawfulness of AT&T's allocation of the use of its video network facilities — coaxial cable and radio relay—among the four TV networks.

The question of FCC adopting regulations to govern such allocations was posed as one of the subjects to be explored. Another was whether FCC should classify customers for intercity video transmission service—"i.e., television networks, TV broadcast station licensees, persons engaged in theatre TV, etc."—and establish a "basis for allocating usage of facilities among such classes of customers."

Overlapping Questions

The answers to these questions would depend substantially, it appeared, upon the answers to other questions which the Commission raised—whether the telephone company's allocations for the current quarter are just and reasonable, for example, or whether they make "an unjust or unreasonable discrimination" among customers.

Giving the investigation high priority, FCC called for hearings to start Nov. 20. Examiner Hugh B. Hutchinson was designated to preside. FCC said he will certify the record to the Commission for a decision when the hearings are completed, instead of preparing an initial or recommended decision himself.

"Opportunity of customers for intercity video transmission service to compete effectively in the field of television broadcasting may be materially affected by allocations of usage of available facilities," FCC's order asserted.

Allocation Breakdown

The order noted that AT&T's current quarterly allocation of usage of 19 intercity video channels gives NBC-TV 160 out of 399 possible hours of usage per week in the "preferred" 8-11 p.m. segment; CBS-TV, 114 hours; ABC-TV, 49, and DuMont TV, 36, with the remaining 40 hours per week open for further assignment.

The allocation is for the period Sept. 30 to Dec. 31, and was made by AT&T after weeks of unsuccessful efforts to secure voluntary agreement by the TV networks.

Although initiated as separate proceedings, the investigation inevitably ties in with FCC's pending proposal to equalize TV network competition by limiting the number of program hours which stations in one-, two-, and three-station TV markets may take from a single network. The latter, however, was advanced as a temporary expedient "while the scarcity of television broadcast stations persists."

ABC-TV, DuMont Protest

Both Allen B. DuMont Labs and ABC-TV had protested AT&T's allocation of networking facilities, DuMont by filing a formal complaint and ABC-TV by charging in a petition that the allocation was not equitable and asking FCC to issue an interpretative rule that a pro rata allocation is required [TELECASTING, Oct. 2].

FCC ruled that ABC-TV's petition raises "basic questions relating to the public interest which should be decided only after public notice and hearing." But the hearing and investigation, FCC said,

(Continued on page 64)

PRESS REACTION

Editorials Hit Color Plan

IMMEDIATELY following the FCC's decision in favor of the CBS system of color television transmission [TELECASTING, Oct. 16], editorial writers on papers across the country started swinging with both fists.

In the *New York Times* of Oct. 18, an editorial pointed out that for present sets to receive even black-and-white pictures from a color transmitting station would cost a vast amount of money. Stating that "the Commission has not contented itself with setting standards," the editorial says:

In effect it [FCC] is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black-and-white with adapters. . . . This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction . . . The time for judicial interpretation of the phrase "to encourage the larger and more effective use of radio in the public interest" has arrived.

The Washington *Evening Star* of Oct. 13 asked editorially: "Why All the Haste?" The paper agreed with the FCC contention that delaying the decision would only increase the number of sets to be converted and pointed out that "that argument would be valid if the television industry were ready today to start producing color TV receivers. . . . Indications are [however] that it will take many months, perhaps several years, before quantity production of color TV equipment can be achieved." After exploring the possibility of further development on another color system which might later prove superior, the editorial said:

This much is plain. The prospect of early transformation of the television industry from black-and-white to color is still as slim as ever . . . (and) . . . it is very difficult to believe that either the public interest or the interest of an industry that is still in the limping stage has been served by this needlessly premature commitment to a particular color system.

On the same day the New York *Herald-Tribune* carried a dispassionate editorial which said FCC "faced up to a grave responsibility" in making its color decision. It pointed out that there are "admitted flaws in the CBS color system . . . [but] opposing systems, on the other hand, have thus far failed to match the fidelity of the CBS pictures, and the FCC showed no great confidence that they could eventually be made to do so." In drawing its conclusion, the paper said: "The one certainty that stands out in the aftermath to the FCC decision is that the last word has not been spoken on this perplexing problem."

The Day the Serpent Entered the Garden of Eden
"YOU CAN'T SEE BLACK AND WHITE UNLESS YOU GET AN ADAPTER! OR COLOR YOU HAVE TO GET A CONVERTER TOO!"
7,000,000 SET OWNERS
TELEVISION

—From New York Herald Tribune

Reaction in Kentucky

In a blistering attack on the color decision, *The Paducah* (Ky.) *Sun-Democrat* of Oct. 13 said:

"This appears to be one of the worst recent examples of the abuse of authority by an over-enthusiastic bureaucracy." The paper also hit FCC for having denied TV service to a large section of the population "because of the arbitrary and lengthy freeze on new stations"; pointed out that the CBS system "cannot be received in black-and-white by the millions of TV sets already in the hands of the public"; said the "order may arbitrarily halt further research in color television along technical lines different from the CBS system, which is itself not perfect"; and bemoaned the fact that "most of the broadcasters already on the air face the prospect of having to make large new investments to accommodate their transmitting equipment so as to handle color. . . ."

The paper further stated: "Apparently there are permanent members of the Commission's staff . . . who are devoted to the idea that the public cannot be trusted to know what is best for it in the kind of radio equipment it buys. No government worker, whether official or mere employe, is entitled to hold that kind of opinion."

The Cincinnati *Enquirer* of Oct. 17 headed its editorial on the color question "Confusion Compounded."

"As far as its immediate impact on the industry and the public interest is concerned," the paper said, the FCC ruling "authorizing an immediate beginning of color television bears out the Commission's long-standing record of doing either the right thing at the wrong time or the wrong thing at the right time." The *Enquirer* said that possibly the Commission is "heading down the wrong road technically" and asked "if the FCC could hold the entire development up until most of the nation was covered with black-and-white television sets, why couldn't it wait until there was more certainty that a final answer to color television had been found?" The problems of manufacture were covered and the paper pointed out that "most of the black-and-white sets now in stock probably will be worn out in use before color TV attains a comparable vogue."

In his syndicated column of Oct. 19, Fred Othman pointed out that despite the confusion surrounding the FCC decision favoring CBS color, "the one beauty of it is that the durn thing works." He said:

—From Washington (D.C.) Po

"So the FCC approves the Cl widget, simply because it's he now and ready to go into produ tion at once. That sounds fa enough to a bystander like me."

To allay the fears of TV s owners in the Buffalo area, E ward H. Butler, editor and pu lisher of the *Buffalo Evening Ne* and president of WBEN Inc., ope ator of WBEN-TV, said in t paper's issue of Oct. 16, "no on who now has or in the future buy a television receiver to pick u programs in black-and-white nee have any concern about his abili for years to come to receive pr gram service comparable to th which WBEN-TV has been fu nishing."

RTMA REPLY

CBS Accords Sprague Time to Answer

BOTH SIDES of the color television controversy were to be presented to CBS network listeners last week.

President Frank Stanton took to the air Oct. 15 to "clear up" confusion created by "the reaction of some of the television set manufacturers" to FCC's decision adopting Columbia's incompatible color system.

His speech brought a demand from Radio-Television Mfrs. Assn.'s President Robert C. Sprague for time in which to reply. Mr. Stanton answered that "obviously CBS will apply its long-standing policy of presenting both sides of important public issues," and Mr. Sprague was scheduled to appear yesterday (Sunday) at 5:45-6 p.m. over the CBS radio network.

RTMA demand for 15 minutes on CBS to answer Mr. Stanton was issued Monday after the association's Television Committee, which held an all-day meeting in New York, had referred to FCC regulations calling for equal time on both sides of controversial public issues.

The RTMA committee reassured the public that in the opinion of the best informed men in the industry "black-and-white telecasting will continue for years to come and that TV sets may be bought with confidence that they will receive the most popular television programs."

Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of the committee, said that in the opinion of set makers "the growth of color television under the system approved presently by the FCC will be necessarily very slow.

"Set manufacturers are confident that a completely electronic color television system which will be compatible with present black-and-white sets will be developed by the industry's engineers in the relatively near future. And when this system is developed, color telecasts can be received in black-and-white on present sets without any extra set equipment or any receiver modifications."

Committe Set Up

RTMA's committee will set up a subcommittee to submit factual information to the public and trade in an effort to clear up confusion caused by "a misunderstanding of technical issues and the circulation of misinformation."

Dr. Baker concluded, "We are confident that once the public knows the facts that it will have no hesitancy about continuing to buy black-and-white sets in large numbers while the industry works on the technical problems of future color television."

Mr. Stanton in his speech reviewed some of the questions that he said were being asked by peop

(Continued on page 60)

Color Debate

INVITATION to participate in a radio public debate on the current color controversy was declined last week by Frank Stanton, CBS president. Brig. Gen. David Sarnoff, chairman of the board of RCA, had not replied as of Friday. Idea had been advocated by Dr. Clinton H. Churchill, president and general manager of WKBW Buffalo, who wired the offer stating that two hours of sustaining class A time, 8:30-10:30 p.m., Oct. 24, had been cleared by WKBW for presentation of case, rebuttal and questions from the floor. Pointing to the importance of this question to the public, Dr. Churchill declared the whole subject "should get a thorough airing . . . by qualified representatives of the interested parties. . . ."

BATTLE LINES FORM ON COLOR

THE BATTLE over FCC's approval of the CBS color television standards raged on last week, with political as well as manufacturing and broadcasting forces joining the fight.

While RCA-NBC and Pilot Radio Corp. went into separate courts to seek injunctions staying the effectiveness of FCC's order (see story page 53), the week saw these other developments:

● Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce committee and one of Capitol Hill's most outspoken color advocates, defended FCC's decision and accused manufacturers of staging a "sit-down strike" in rejecting FCC's bracket-standards proposal. Chairman Robert Crosser (D-Ohio) of the House commerce committee said he would put the color issue before his committee when Congress reconvenes.

● The major manufacturers continued to assail FCC's decision or questioned its practical effectiveness—among them spokesmen for Allen B. DuMont Labs, RCA, General Electric Co., Philco, Motorola, Avco's Crosley Division, and Sightmaster Corp., aside from others who had spoken out against the decision the previous week [BROADCASTING, Oct. 16].

● Companies planning to turn out CBS color equipment increased, with Majestic Radio & Television, Muntz TV, Television Equipment Corp., and, reluctantly, Belmont Radio Corp. (Raytheon) among those joining Tele-Tone Radio Corp., Webster-Chicago Corp., Celomat Corp., and Hallicrafters Co., which had said earlier they would begin to market color converters at an early date.

● Hallicrafters Co., which criticized the decision but planned to build sets on a limited basis, said a survey of the 107 existing TV stations brought 63 replies, with 54 reporting no plans to use the CBS system and only three reporting definite plans (story page 64). WCAU-TV Philadelphia, however, announced it will begin colorcasting as soon as programs are available, and Humboldt J. Greig of WHUM Reading, Pa., said his station was prepared to notify FCC that it desires a color rather than monochrome TV grant.

● The length of time that may be needed to develop a color service was emphasized—without the outspoken criticism that marked many statements—by several industry leaders, including Television Broadcasters Assn. President J. R. Poppele, of WOR-TV New York; former FCC Comr. E. K. Jett, of WMAR-TV Baltimore; George B. Storer of Fort Industry Co., and H. L. Hoffman of Hoffman Radio Corp.

● RCA announced it would demonstrate improved versions of its compatible color system in a series of showings in Washington starting Dec. 5.

● FCC ruled that tests of the RCA color system on RCA-NBC's WNBW (TV) Washington and WNBT (TV) New York—or any other TV experimentation in the VHF—must be made "during periods other than normal broadcast hours in accordance with the experimental rules."

● First newspaper editorial reaction to FCC's decision appeared to be largely adverse (story on opposite page).

RCA's plans to demonstrate improvements in its system were announced Tuesday in telegrams sent throughout the radio-television manufacturing industry by E. C. Anderson, vice president in charge of the commercial department of RCA Labs.

RCA System 'Improved'

Mr. Anderson noted that RCA had made "substantial improvements" in its system since it was last demonstrated to licensees on March 30, and reiterated the company's assertion that by June 30, 1951, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

He said the Dec. 5 demonstration will include a showing of a converter for the RCA system. (FCC's color decision had said that "no practical converter" was demonstrated to the Commission by RCA.)

Extension Granted

FCC meanwhile granted RCA-NBC 90-day extensions of special temporary authorizations for tests of the RCA system on WNBW and WNBT, on condition "that such experimentation shall be limited to programs that are not part of the stations regular broadcast operation, whether commercial or sustaining programs."

The Commission said this is in line with assertions in its Oct. 11 report approving CBS color standards, and is "the policy which the Commission intends to follow with respect to all requests for experimental operations in the VHF band."

FCC also denied NBC's request for permission to charge for color TV broadcasts carried by WNBW Monday through Friday from 3-4 p.m. Experimental rules forbid such charges, FCC noted. It assigned experimental call letters KG2XDE to NBC's Washington color test operations and KE2XJV to the New York operations.

"These grants are subject to the further express condition that they are without prejudice to any action the Commission may take with respect to any of your pending applications for renewal of license," FCC said.

Summaries of the week's reactions to the color decision—in the political, manufacturing, and broadcasting fields—follow:

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, emphasizing that both the FCC and the Condon Committee concluded that color is ready now, charged that manufacturers "organized a sit-down strike" instead of cooperating with FCC's "bracket standards" proposal.

"The obvious and sensible thing, of course, would be for them to abandon their political activity and their announced propaganda campaign and put their heads together to develop a color television system more to their liking," he said. "No one can make me believe that they cannot do so should they pool their great scientific resources."

He noted that FCC's decision provides that colorcasting "for the present is to be permissive and not mandatory," and that the permissive arrangement will permit FCC "to see how color television is received by the public." FCC's decision "emphasizes" the Commission will give "fullest consideration to improvements or new systems whenever they may be developed," he asserted.

With both black-and-white and color to choose from, and with black-and-white "obviously remaining the prevailing system on most stations," Sen. Johnson said, "the market is left wide open for a free choice by buyers giving the scientific, industrial, and competitive elements free play to settle the issue. This is in the best traditions of the American anti-monopoly, free enterprise system."

He said the only way existing set owners are affected "is to make it possible for them to have color television if they want it. What is so wrong about that? The Commission's decision obviously is designed to give consideration to approximately 75% of the population of this country. . . .

"The Commission is required by

(Continued on page 80)

Johnson Defends FCC

CBS COLOR HURTS

Shouse Urges Press To Inform Public

THE PUBLIC, facing an estimated $500 million loss because of FCC's color TV decision, must be made aware of the disastrous potentialities posed by the Commission's action, James D. Shouse, vice president and director, Avco Mfg. Corp. and chairman of the board, Crosley Broadcasting Corp., told a gathering of newspaper executives in Cleveland last Tuesday. Crosley operates three television outlets — WLWT Cincinnati, WLWD Dayton and WLWC Columbus, Ohio.

Mr. Shouse

Mr. Shouse reminded the Newspaper Controllers and Finance Officers, at their third annual meeting at the Hotel Cleveland, that newspaper owners have heavy investments in television which they should protect.

Warning of the threatened loss to set owners because of conversion of their receivers to CBS color standards, Mr. Shouse pointed out that no one knows if the majority of the sets could be salvaged.

The press, he said, must arouse the public to the shortcomings of the FCC decision on color. Mr. Shouse's brief included charges that (1) FCC was derelict in allowing the public to invest $2.5 billion in TV sets since the two-year-old freeze went into effect and (2) it was the FCC's duty "to discourage this tremendous sale of sets" while holding hearings and attempting to decide the issue.

Publishers, Mr. Shouse said, "control the biggest single equity in television." Therefore, he continued, "we have an interested press, not a press which must be interested from the outside."

Granted that the Commission "is not deliberately misleading the public," Mr. Shouse said, "it is becoming apparent that the public is being made the goat, and that the Commission is more interested in protecting future buyers who have refused to buy sets than present owners whose purchases made the television we now have possible."

Reactions to FCC Color Decisions Are on Following Pages:

Asbach, Leonard, Majestic Radio & TV 81
Balderston, William, Philco Corp. 80
Brandt, Arthur A., General Electric 80
Buck, Walter A., RCA Victor 80
Craig, John W., Avco Mfg. Co. 80
Crosser, Rep. Robert 80
Dunn, William L., Belmont Radio 81
Galvin, Robert W., Motorola Inc. 80
Goldsmith, Dr. Thomas T. Jr., DuMont Labs 80
Greig, Humboldt J., WHUM Reading 81
Hoffman, H. L., Hoffman Radio Corp. 81
Jett, E. K., WMAR-TV Baltimore 80
Johnson, Sen. Ed C. 55
Kaplan, Michael L., Sightmaster Corp. 81
McCoy, John B., Fort Industry Co. 80
Milliken, John B., Television Equipment Co. 81
Moch, Frank, Television Installation Service Assoc. 81
Muntz TV 81
Poppele, J. R., WOR New York 80
Shouse, James D., Avco Mfg. Co. 55
Simon, James H., Simon Distributing Corp. 81
Storer, George B., Fort Industry Co. 80
Tele-Tone Corp. 81
Thornburgh, Donald W., WCAU Philadelphia 81
Zworykin, Dr. Vladimir K., RCA Labs 80

TV ALLOCATIONS

General Hearings Opened

GHOSTS of FCC's postwar FM reallocation and recent color decision haunted opening sessions last week of the Commission's lengthy general allocation proceeding looking toward lifting of the now two-year old TV freeze.

Specters of the former conflicts arose as:

● Consulting Engineer Paul A. deMars challenged the qualifications of Dr. Kenneth A. Norton, National Bureau of Standards radio propagation authority whose earlier FM work had been subject to similar attack.

● Mr. deMars also questioned the qualifications of Edward W. Allen Jr., chief of FCC's Technical Research Division, to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems.

● FCC Counsel Harry Plotkin, attacking the request of Television Broadcasters Assn. for assignment of all 70 channels in the UHF band to TV, indicated the Commission would not tolerate "broad general conclusions" drawn from unknown facts and data such as occurred, he charged, in the color TV case.

Other hearing developments included:

● Indication by Philco and DuMont that regular UHF service is possible now, at least to limited extent.

● Presentation by DuMont of revision of its earlier-presented nationwide VHF-UHF allocation plan.

'Unsound Allocations'

Mr. deMars charged "unsound allocations" would result if FCC relied upon the controversial reports of the Ad Hoc Committee. He said certain assumptions of Dr. Norton used in these reports were "misleading and inaccurate." He contended Dr. Norton admittedly has been mistaken in the past and conflict over Dr. Norton's calculations in the 1948 engineering conference on TV and FM propagation had necessitated formation of the Ad Hoc Committee to resolve the disagreements.

Mr. deMars said a number of engineers support his position and he specifically named Prof. Edwin H. Armstrong when queried by Comr. Frieda B. Hennock.

He requested about 10 days to prepare data which he said will show Dr. Norton is "incompetent as an advisor on allocation matters to the Commission." FCC indicated the examination will be permitted but no date was specified. It was not clarified whether Mr. deMars will carry out his wish to question Mr. Allen's qualifications as chairman of the Ad Hoc group.

The question of whether all this was only a tempest in a teapot arose, however, when Jay W. Wright, CBS chief radio engineer, stated he believed there really would be little practical use of the material which was the subject of most disagreement.

The present proceeding, held Monday, Tuesday, Thursday and Friday last week and scheduled Tuesday through Friday this week, seeks first to consider the revised general TV allocation proposals issued by the Commission in July 1949 [TELECASTING, July 11, 18, 1949].

Revised Proposals

It was the first report of the Ad Hoc Committee which prepared the way for these revised proposals [TELECASTING, June 13]. As a result, co-channel separation between TV stations would be increased from 150 miles to about 220 miles while adjacent channel separation would be raised from 75 miles to 110 miles. This reduces the number of possible stations.

Upon conclusion of the general allocation proposals, FCC will take up the individual community allocation requests. The specific community allocations also were proposed in revised form in July of last year.

It's conservatively estimated the general and specific allocation phases of the present hearing will delay FCC's ability to lift the freeze on new station construction until some time in mid-1951.

Initial consideration at the hearing includes FCC's proposal to add 42 six-megacycle UHF channels with the balance of the UHF band allotted for TV experimentation.

The Commission proposes to employ VHF standards in the UHF. Further proposals to be considered relate to allocation priority methods, grades of service, permissible interference ratios, classes of stations, station service areas and directional antennas.

As the hearing continues, consideration will be given to FCC's proposals on required field intensities, prediction of TV propagation and station separations as well as to non-FCC proposals relating to Stratovision, Polycasting, reservation of channels for noncommercial educational TV stations and "metered television." Possible aid to improving service through synchronized or offset-carrier operation also will be explored.

Testifying Monday before Comrs. Hennock, Robert F. Jones, George E. Sterling and Paul A. Walker with Chairman Wayne Coy presiding, Mr. Allen detailed the history of the Ad Hoc Committee and activities leading up to issuance of its contested second report, Volume II [TELECASTING, Sept. 18]. Mr. Allen endorsed both Volumes I and II without reservation.

Ad Hoc Reports

The ad hoc reports are the basis tools of technical definition and calculation by means of which FCC must determine its revised TV allocation policies. The June 1949 report, Volume I, specifies and evaluates troposphere and terrain factors as they relate to propagation problems and designates means to predict effects of one predominant interfering signal upon a desired signal, Mr. Allen indicated.

Volume II in principal presents four suggested methods for evaluating TV service in the presence of multiple sources of interference. It recommends none of them. The earlier report explained multiple-interference predictions as "a very difficult theoretical problem" which the committee considered "extremely important" since it "might seriously affect the allocation problem."

Mr. Allen stated while data are too few in many cases for accurate predictions, Volume II particularly explains its own weaknesses in this respect. If assumptions must be made, Mr. Allen said, they should be made by people qualified to make them.

Ad hoc material presented to FCC by Mr. Allen disclosed that Dr. E. U. Condon, director of NBS in a letter dated Oct. 9 explained the status of four unpublished references attached to Volume I which have been the chief cause of opposition to the second report. Dr. Norton and certain other NBS and FCC staff members are authors of the references.

Dr. Condon wrote Mr. Allen that the unpublished references (C, E, K and L) for several months have been the subject of editorial review and it "has not been possible to get agreement that these papers in their present form are suitable for release as official publications" of NBS. They may be regarded as "working papers prepared especially for the use of your Ad Hoc Committee," however, Dr. Condon stated.

"The editorial review indicates that the documents are satisfactory as to freedom from technical errors," the NBS chief wrote. "They are lacking, however, in that clarity and precision of exposition which the Bureau requires in its official publications."

"A second point that was raised," Dr. Condon said, "was that the analysis is unduly complicated in view of the meager amount of observational data at present available. My own feeling is that the situation is inherently a complicated one, and that all the factors considered in the documents really require attention." He foresaw possible simplification later "as a practical working matter."

Others Testify

Other members of the Ad Hoc Committee testified Monday and Tuesday on their views of the reports and supporting references. Those who endorsed Volume I without reservation included Ralph N. Harmon, engineering manager of Westinghouse Radio Stations Inc.; Robert P. Wakeman, Allen B. DuMont Labs, and FCC engineers William C. Boese, Harry Fine, George V. Waldo and E. F. Vandivere Jr.

Endorsements with reservations were made by Consulting Engineers Stuart L. Bailey, Albert F. Murray, Frank G. Kear and Raymond M. Wilmotte; Mr. Wright, Dr. George H. Brown, RCA Lab. Division, and Dr. Norton. Those declining to endorse Volume II besides Mr. deMars were Dr. Thomas J. Carroll and Chester H. Page, both NBS associates of Dr. Norton. Dr. Carroll strongly contested the Norton assumptions in both reports.

Mr. Harmon, who also endorsed Volume I without reservation, stated he originally complained about the complexity of Volume I but decided one couldn't come up with a simple equation if all factors are to be considered. He urged a definite program of gathering more data through the 107 TV stations now operating.

Mr. Wakeman, who also approved Volume I, presented a detailed answer to the criticism lev-

(Continued on page 61)

PRESENTATION of a $100,000 check to Columbia U.'s Graduate School of Journalism by Joseph Schlitz Brewing Co., Milwaukee, was made along with the premier of the new television show *Pulitzer Prize Playhouse*, sponsored by Schlitz over ABC-TV. At the ceremony are (l to r) Edward J. Noble, ABC board chairman; Edwin C. Uihlein, Schlitz president; Dean Carl W. Ackerman, Columbia U., and Joseph Pulitzer. The endowment is to be used for the support of the school and to continue the Pulitzer Awards.

KEYL

SAN ANTONIO, TEXAS

announces the appointment of

BLAIR-TV

as national representatives

On November 1, 1950, Blair-TV Inc. adds another great outlet, KEYL, San Antonio, in the heart of the rich and responsive Southwest. For full details on the importance of this station and this market to spot television advertisers, call Blair-TV today.

KEYL
San Antonio, Texas

REPRESENTED BY

BLAIR TV INC.
New York, Chicago, St. Louis,
Dallas, Detroit, Los Angeles, San Francisco

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET. Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 76,839 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Food Leads August Advertisers

(Report 134)

ADVERTISERS of Food & Food Products were the largest product classification using television time in August, according to the latest *Rorabaugh Report on Television Advertising*. In all there were 650 such firms using the medium during the month (see table).

Out of 71 advertisers on the four networks, there were 12 firms which used TV to sell food products. This product classification had the largest number of network advertisers. In all the 12 firms sponsored 15 different programs, several of them appearing several times a week.

Smoking Second

The second largest classification of network users was Smoking & Smoking Materials. In this group there were eight firms sponsoring 12 different programs. American Tobacco Co. and P. Lorillard Co. had three shows each during the month.

Food & Food Product advertisers also were the largest users of spot television during August, Rorabaugh reports, with 205 different firms using the medium for spot campaigns. Running a poor second in number of accounts were Beer & Wine advertisers. In this classification of spot advertisers there were 133 active accounts in August on the reporting stations.

In the local field the largest number of accounts was placed by advertisers of Household Furnishings, Equipment & Supplies. During the month there were 546 firms which placed local business. Food & Food Products was the second largest local classification with 433 accounts.

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	4	7	11
2. Apparel, Footwear & Access.	4	19	160	183
3. Automotive, Automotive Equip. & Access.	7	15	305	327
4. Beer & Wine	2	133	30	165
5. Building Materials, Equip. & Fixtures	..	1	100	101
6. Confectionery & Soft Drinks	6	70	77	153
7. Consumer Services	1	8	224	233
8. Construction & Contractors	..	..	28	28
9. Drugs & Remedies	3	14	24	41
10. Entertainment & Amusements	..	1	50	51
11. Food & Food Products	12	205	433	650
12. Gasoline, Lubricants & Other Fuels	3	17	44	64
13. Horticulture	..	..	23	23
14. Household Furnishings, Equip. & Supplies	9	70	546	625
15. Industrial Materials	..	2	15	17
16. Insurance, Banking & Real Estate	..	6	141	147
17. Jewelry, Optical Goods & Cameras	..	16	55	71
18. Office Equipment & Supplies	..	2	16	18
19. Publishing & Media	2	8	34	44
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	11	299	314
21. Retail Stores & Shops	..	2	163	165
22. Smoking Materials	8	19	7	34
23. Soaps, Cleansers & Polishers	2	24	13	39
24. Sporting Goods & Toys	..	4	31	35
25. Toiletries	7	37	9	53
26. Transportation, Travel & Resorts	..	18	16	34
27. Miscellaneous	1	12	61	74
TOTAL	71	718	2,911	3,700

* * *

TelePulse Reports Berle Tops for Six Months

MILTON BERLE's *Texaco Star Theatre* was the top-rated program in the Multi-Market TelePulse reports for the six-month period from January to June 1950. The program received a rating of 54.9, according to a compilation just released by The Pulse Inc.

The top 10 programs during the period, with their ratings, were reported as follows:

Texaco Star Theatre	54.9
Godfrey's Talent Scouts	41.1
Toast of the Town	40.1
Godfrey & His Friends	39.7
Stop the Music	33.7
The Goldbergs	33.0
Fireside Theatre	30.6
Kraft TV Theatre	29.6
Saturday Night Revue	28.9
Studio One	28.3

Weekly Television Summary— October 23, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghamton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	44,240
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	54,592
Miami	WTVJ	37,500
Milwaukee	WTMJ-TV	160,663
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,200
Omaha	KMTV, WOW-TV	39,404
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	....	970
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,080
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,400
San Antonio	KEYL, WOAI-TV	30,054
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,343
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,080
Tulsa	KOTV	40,169
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,482
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,309,536

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

VOTED BEST AGAIN in Dayton's PULSE* Parade!

OFFICIAL BALLOT

WHIO-TV DAYTON X

PULSE PROVES...
8 out of the 10 top rated weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
6 out of the 10 top rated multi-weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
2 of the Dayton's top rated multi-weekly shows are locally produced by WHIO-TV!

PULSE PROVES AGAIN...
WHIO-TV is Dayton's *First* and *Favorite* Television Station!

PULSE PROVES AGAIN...
WHIO-TV is the people's choice in the great Dayton market! It's your best TV buy!

Sell your product right in Miami Valley's living rooms... faster and at lower cost per viewer . . . on WHIO-TV!

Put Your Product At The Head Of The Sales Parade In Dayton and the Miami Valley! Put It On WHIO-TV—Now!

*Proved by ratings published by The Pulse, Inc., Sept., 1950

CHANNEL 13
whio-tv AM FM
DAYTON, OHIO

Represented Nationally by The George P. Hollingbery Co.

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

RTMA Reply

(Continued from page 54)

who had been upset by the color controversy. He assured listeners that present TV sets will not be useless after Nov. 20, the date CBS color standards go into effect under the FCC decision.

"Despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out," he said, "nothing could be further from the truth. As a practical matter, color programs will not, overnight, entirely replace black-and-white programs."

Mr. Stanton predicted that the number of color programs "will increase at an orderly rate as the number of sets capable of receiving them increases."

To Buy or Not?

Another question he thought was troubling non-owners of television sets was: "Should I buy an ordinary black-and-white television set at this time?"

Although he said he could not give a flat answer, Mr. Stanton did give "some facts which may help you make up your own mind." He pointed out that black-and-white sets now on the market "will continue to receive present black-and-white programs."

"These programs," he added, "will continue for a considerable period of time, although at a diminishing rate within a year or so." Most sets now on the market, he said, can be adapted to receive color telecasts in black-and-white and can be converted to receive color in color. He continued:

On the other hand, I want to point out that it will be somewhat cheaper and more satisfactory to buy a black-and-white set which is already adapted, so that it has built-in compatibility. Furthermore, a new combination color and black-and-white set may be somewhat less expensive and will be more satisfactory than an ordinary black-and-white set adapted and converted for color.

Therefore, if you wait for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color.

On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color.

Mr. Stanton said some "progressive" manufacturers were preparing to make color equipment, but he regretted that "this constructive attitude is not being displayed by all manufacturers."

He said he had telegraphed a request to the Radio-Television Manufacturers Assn. to attend the meeting held Monday in New York to consider the RTMA's attitude toward color, but had been advised that the meeting was closed to CBS.

"If any statements come out of that meeting," said Mr. Stanton, "I hope you will read them in the light of these facts. We do not want the future of color television to fall into the hands of any self-appointed group meeting in secret behind closed doors. We know you do not want that either. We intend to do everything we can to prevent anyone, either television manufacturers or anyone else, from blocking color television and keeping it from the American public."

Mr. Stanton said that "some manufacturers are trying to create the impression that the Commission's decision is sudden and that, as a result, they are not prepared to build the necessary new color receivers, adapters, color converters and black-and-white sets internally equipped to receive color as well as black-and-white pictures."

The decision, he said, "was anything but sudden."

GARDEN EVENTS

Chesebrough Part-Sponsor

CHESEBROUGH Mfg. Co. (Vaseline hair tonic) will sponsor the 10:30-11 p.m. portion of the Saturday night Madison Square Garden events, telecast on DuMont Television Network. The series consists of 25 supporting events telecast every Saturday night through March 1951. Cayton Inc., New York, is the agency.

This marks the second television show for the sponsor.

TOA MEETING

TV Subjects High on Agenda

TELEVISION and theatre television will be the subjects of a number of speeches and discussions when the Theatre Owners of America hold their annual convention in Houston, Tex., Oct. 30-Nov. 2, at the Shamrock Hotel.

Speeches before the full convention include:

Mitchell Wolfson, chairman of the television committee of the Theatre Owners of America and owner of WTVJ (TV) Miami, Fla., will report on "Television Broadcasting." Bob O'Brien, secretary-treasurer of United Paramount Theatres, will cover "Theatre Television" and the results of the Big Ten theatre television experiments. Marcus Cohn, television counsel to the theatre owners, will speak about the prospective hearings on theatre television now before the FCC, and other aspects of television in movie houses. Nathan Halpern, also TV consultant to the theatre owners, will detail the experiment of theatre television and its growth. Also scheduled is Stuart Bailey, of Jansky & Bailey, Washington engineering consultants, who will discuss the engineering problems of allocating frequencies for theatre TV.

Other small committee meetings will be held to discuss in greater detail the subject of television as it is related to the theatres.

At the close of the sessions Mr. Halpern will introduce a resolution urging the use of television advertising for promotion of movie television, which, according to Mr. Halpern, is proving very successful in building audiences.

ATLANTA

★ ★ FIRST

TEST MARKET IN AMERICA

CITIES 250,000 to 500,000 POPULATION

TV Allocations

(Continued from page 56)

elled at the reports. He explained the committee acknowledged the "paucity of data" and the reports indicate their limitations. "It is quite possible and proper for an engineer to use the curves in Volume I and Volume II," Mr. Wakeman said, "provided only that he understands the assumptions and limitations involved and has a reasonable faith in the data on which they are based."

Mr. Vandivere explained his ad hoc participations had been limited and his signature signified more of editorial approval rather than support of the substance of Volume II.

All four consulting engineers who had reservations to their Volume II endorsements testified they had approved Volume I without qualification. Mr. Wilmotte stated he had been impressed at the "unanimity of opinion" during most of the ad hoc work in spite of the conflict in the conclusions. He considered the final result to be correct although it might be academic whether all the arguments employed were correct. He urged that engineering standards and allocation not be frozen to allow flexible, progressive development.

Asked by Comr. Hennock as to what he attributed the ad hoc conflict, Mr. Wilmotte replied he felt it was a mixture of emotion and personality relating to "past events."

Mr. Wright saw little practical need for Volume II since there are few cases of multiple co-channel interference in the present FCC plan. Station spacings would take care of adjacent channel situations, he said.

Dr. Norton testified that in view of methods evolved in Volume II he could now endorse Volume I without reservation. He believed the "most accurate and workable method presently available for evaluating the location probability of service" to be the log-normal method of combining interference from several sources, one of the four techniques suggested in Volume II.

Dr. Norton's Views

He also stated he did not believe it has been established "that the best location for a television station is necessarily always in a large city but . . . that a good case might be made for locating television stations half way between cities, at least in some cases." Dr. Norton also predicted "machine computation" may help in future TV service calculations.

Several "general principles" were given by Dr. Norton which he claimed will be true under any arrangement of TV stations, based on a study contained in unpublished References E ("A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 Mc" by Dr. Norton and Mr. Fine) and K ("The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Off-Set or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received from Several Transmitters" by Harold Starras of NBS).

One principle cited stated the "use of maximum available antenna heights and maximum practicable power ensures covering the maximum total area. Although a horizontal increase in power for a given geographical arrangement of television stations will increase the number of receiving locations at which interference between stations is noticeable, it will not increase the mutual station interference at any receiving location and will reduce the interference arising from noise at all receiving locations. A horizontal increase in transmitting antenna height is even more advantageous since it will not only reduce the interference arising from noise at most receiving locations but it will also reduce the mutual station interference at most receiving locations."

To queries by Comr. Hennock as to the cause of the opposition to his work, Dr. Norton indicated it was the "earlier FM hearing, of course," and had nothing to do with the "substance and merit" of the ad hoc reports. He said he had "tried many months" unsuccessfully to find out the objections to the ad hoc conclusions.

Dr. Carroll reiterated his strong objections to both Volumes I and II, questioning certain assumptions made in the reports and noting one unpublished reference hasn't been made available to the whole committee. He termed Volume II as particularly vulnerable, complicated and confusing. Questioned closely by Comr. Hennock on his strong objection to Volume II, Dr. Carroll stated he proposed to submit his own simplified version in a week or so.

Asked by DuMont counsel, Col. William A. Roberts, if his statement had been reviewed by NBS before his appearance, Dr. Carroll indicated several portions had been deleted. One deletion referred to his own report, he stated, while another concerned a "simple way" of computing service according to ad hoc definition found only the previous week by a colleague and which was said "not to exist" in Reference E.

Mr. Page, a mathematical physicist who stated he agreed with Messrs. deMars and Carroll "to some extent," testified he was "in agreement with the Committee's basic approach to the problem of determining television service" but felt that the analysis presented "is confusing" and the results are not "in practical form and do not give direct answers to the basic problems." Although not a propagation expert, Mr. Page indicated he had been named to the committee to assess the statistical and mathematical methods used.

Presents TBA Request

John Preston, chief allocations engineer for ABC and member of the TBA Engineering Committee, presented the TBA request for assignment of 70 UHF channels to provide "truly nationwide and competitive television system" as well as a minimum of four channels per market for the first 140 metropolitan districts.

He explained that in the interest of "efficiency, stability and economy" it was desirable to allocate all of the UHF band now to TV. This would allow set makers to incorporate these channels in their receivers at the conclusion of the hearing, Mr. Preston said, "thereby avoiding needless repetition of an occa-

(Continued on page 66)

waga

★ AM · FM · TV ·

A FORT INDUSTRY STATION

★ **FIRST** NETWORK IN AMERICA **CBS Affiliate Stations!**

FIRST IN LOCAL SPOTS AND GROSS SALES—WAGA-TV —LOCAL ADVERTISERS KNOW WAGA-TV SELLS!

FIRST WEEKLY DAYTIME AUDIENCE CHOICE OF WAGA RADIO FAMILY MARKET OF $1,000,000,000.00!

★ **FIRST** CHOICE FOR ATLANTA MARKET BROADCAST-TELECAST TESTS SHOULD BE WAGA—WAGA-TV!

Represented Nationally By—THE KATZ AGENCY, INC.
Tom Harker, *National Sales Manager*, 488 Madison Ave., N.Y. 22

IT'S a serious but happy job WFMY-TV officials search the schedule for a vacant 15 minute spot place a sponsored segment. WFMY-TV time is scarce but sponsors are plentiful. L to r: C. Jeffress, business manager, Greensboro Daily News and The Greensboro Record; Gaines Kelley, WFMY-T general manager; P. T. Hines, general manager, Greensboro News Co., parent compa

* * *

ability to draw a viewing audien by its local fare.

Despite the fact that WFMY-T has the use of only one camera film chain and baloptican, its pr gram department has been doing outstanding job in local progra ming.

One of these features is t "Carolina Rangers," sponsored b a local furniture chain with store in Greensboro, Burlington an Winston-Salem. The "Rangers via TV, have earned themselves top rating as a western-hillbill folk song group.

Another successful local show *The Tel-Tones* bringing tune-fa

Telefile:

Cable Connection and SRO Schedule Point to Prosperous Second Year at WFMY-TV

AN ESTIMATED 225,000 Tar Heels held their breath as they watched the opening kickoff of the Notre Dame-North Carolina football game on Sept. 30. It was a dramatic moment for the thousands (10 viewers to one set owner) of Piedmont spectators seeing for the first time a direct telecast of a UNC game that was being played hundreds of miles away in South Bend, Ind.

And it was a momentous occasion for WFMY-TV Greensboro, N. C., for Sept. 30 marked the station's addition to coaxial cable service, an event dutifully logged in television history.

This period in WFMY-TV's service to the Piedmont area will linger in the memories of executives and staffers for a good time to come. Only a week before, on Sept. 22, the station marked its first anniversary on the air.

The cable debut was the signal for WFMY-TV to close the "getting started" chapter and begin a new page of operation — full schedule of network and local programming. In only one week, the station's hours increased from 30 hours per week to over 60 hours. On Oct. 16, WFMY-TV began a new daytime schedule, adding 10 hours of extra afternoon programs each week.

Gaines Kelley, WFMY-TV's general manager, says the new jump in hours since "C-Day" means an increase in programs by some 250%. With this boost in programming, Mr. Kelley reports a concurrent increase in set sales. "Calls, cards, letters and visitors have weighed down our desks and sofas until I suppose our station is permanently 'settled' for good in more ways than one," Mr. Kelley observes.

Greensboro is located in a heavily concentrated area. Within less than 30 miles lie Winston-Salem, High Point, and Burlington, a trio of important North Carolina population centers. WFMY-TV promotion must be extended to these cities. Efforts along this line by the station's promotion staff already have paid dividends in a set owner rise and greater TV-consciousness.

In the television sense of the word, this area was "frontier" land when WFMY-TV greeted Piedmont residents last fall. Literally starting from the ground up, WFMY-TV builders had welded the facilities of the sister station WFMY (FM) and solicited aid from the parent *Greensboro Daily News* and *The Greensboro Record*. Concentrating on speed, TV installations were completed and an all-out audience promotion campaign undertaken.

Set Ownership Increasing Rapidly

The count of sets in the area was about nil before the station went on the air. By the time the outlet began operating on Channel 2 (54-60 mc) with .84 kw aural and 1.67 kw visual power, set ownership had reached an estimated 2,000 to 3,000. The figure now has passed the 25,000 mark with an expected 30,000 or more by the first of the year.

This wide acceptance of television, heretofore confined to film and local programming, is the keynote upon which WFMY-TV is building its new schedule. With "live" network programs available from CBS (its primary affiliate), NBC, ABC and DuMont, the station anticipates still greater success in its area.

On occasion of the cable bow, North Carolina's Gov. W. Kerr Scott said in his letter of congratulation: "In joining the national television network . . . . your station will be making it possible to bring thousands of North Carolinians entertainment, sports, educational programs and news direct from all parts of our nation. This marks a new era of educational and cultural advancement and is another step forward in our march of progress."

At the ceremonies, dignitaries joined crowds of interested spectators invited to "come and be seen on television." Despite the chilly, misty day, the crowds were caught by the camera and the scenes transmitted to the thousands before their sets at home.

All spot announcements adjacent to commercial programs have been sold. But perhaps WFMY-TV's "secret weapon" is contained in its over piano, organ and drums. It has been sponsored for 39 weeks by two appliance firms, located in Greensboro and in Burlington. The program has been renewed for another 26 weeks.

Other local programs such as *TV Song Shop*, *Requestfully Yours*, *Musical Mardi-Gras* and the *Cooperator Scoreboard*, starring Sports Director Charlie Harville, are popular.

Lays Stress on Local Programming

The station has operated with 40% of program time devoted to local shows. The balance is divided into network programs and film shows. Pilot Life Insurance Co., a leading insurance firm of the Southland and sponsor on the station since its inception, has been paying the tab for *Crusade in Europe*, the now TV-famous film on Gen. Eisenhower's literary piece. Pilot Life is backing a new show, continuing its long sponsorship.

Directing the WFMY-TV operation is a well-balanced and experienced executive corps. Heading the WFMY-TV-FM operation is Gaines Kelley, general manager. Starting with the Greensboro News Co. as classified advertising manager, Mr. Kelley plunged into the art of broadcasting when appointed

to manage the firm's radio-TV operations.

Under his supervision are the following:

Mr. Lambe

Robert M. Lambe, commercial manager, who had previous experience in AM operations in Asheville, N. C., and Memphis; Gomer R. Lesch, program director, who came to WFMY from WICU Erie, Pa.; Robert C. Currie, production manager, from Allentown, Pa.; Norman Gittleson, promotion manager and account executive, from Charleston, W. Va., and Buffalo, N. Y.; William E. Neil, chief engineer, formerly with WFIL-TV Philadelphia.

Officals are P. T. Hines, general manager, Greensboro News Co. and Carl Jeffress, business manager.

The tie-up between television pioneering and Greensboro News Co. is logical. The firm started *The Greensboro Record* more than 60 years ago and now operates the only morning and evening newspapers in the community.

WFMY-TV's tower lords 1,298 feet above sea level and is adjacent to the studios and transmitter. Three weeks prior to the opening date, an unexpected dose of excitement was added to preparation when the tower fell during its raising. It was righted in the nick of time.

Compact Layout For All Studios

TV studios, and those of FM, are in a single building located beside the *News* structure. On the main floor are studios and program department offices; film editing rooms are on the lower floor. The rear of the building houses both FM and TV transmitters and control rooms.

Although the station is the only TV service in this productive market area, Mr. Kelley recalls, "We learned the hard way that television is *big* business." And that is the way WFMY-TV, with an estimated $400,000 investment, is operated.

Mr. Kelley reports 49 local advertisers from six cities in the area as station clients, with future commercial prospects "more than a hope." Mr. Lambe adds: "This is not a local station, it's a regional sales job." The WFMY-TV sales staff is carrying that thought through.

Although only a year old, the station already has piled up a wealth of success stories. National business is at a peak and local business growing in "leaps and bounds." The station estimates if conditions don't change radically, business will more than double in another year.

Piedmont advertising agencies now are adding TV to their campaigns. The station is making commercial films for such firms as Fleetwood Coffee and Kingsdown Mattresses.

Of the future, Mr. Kelley says the emphasis will continue on "the best in service and entertainment to Piedmont televiewers," keeping sights on sports, religious and news events. Citing education as an important adjunct to its services, Mr. Kelley continues:

"... Through our program department we have loaned our facilities to the U. of North Carolina for their television courses, telecast programs for the Greensboro public schools, and Guilford College... Our policy at WFMY-TV is to see that the well-earned recognition of the Greensboro News Co. will be part of this station at all times."

FREELANCERS

Contract Demands Announced

TV FREELANCE writer contract demands upon NBC-TV, CBS-TV and ABC-TV were announced in New York last week by the National Television Committee of the Authors League of America, representing the Authors Guild, Radio Writers Guild, Television Group, Screen Writers Guild, Dramatists Guild and Screen Composers Assn., all league affiliates.

A one-year contract was proposed with provision for re-opening of minimums after six months and 100% union shop, and the following terms:

Bargaining unit to comprise all TV writers, except staff writers and "certain composers and authors of music."

Use of material except for television to be reserved to the writer, and copyright to be in his name. Except for "syndication deals," use is to be on a one-shot basis within specified time limits. Telecasting to be simultaneous over all affiliated stations, except in syndication and any kinescope permitted is to be used within 30 days from first telecast. Wage minimums for each one-shot use (excepting established teams or quiz shows, for which application is to be by unit) as follows: General literary to be 10% of gross, $300 to $750 sustaining, and $450 to $1,125 commercial; sketches to be $200 sustaining and $300 commercial; adaptations to be 7½% gross, $200 to $500 sustaining, and $300 to $750 commercial; musical songs to be $200 sustaining and $300 commercial; songs used as theme for series to be $750 for sustaining use (for up to 10 telecasts) and $1,000 for commercial use (up to 10 telecasts), plus $50 for each additional use; background to be $70 to $175 sustaining and $100 to $250 commercial. (Foregoing amounts give range; specific amounts depend upon time. Wage minimums for syndicated use to be foregoing minimums plus percentage of gross.) Compensation to be paid in full prior to telecast or photographing; is not returnable, and the writer is not to be requested to write on a speculative basis. For first telecast, the writer is to receive 50% within two days after contract is signed, and remainder within two weeks thereafter, but at least two days prior to telecast or photographing. For additional telecasts: "50% of amount payable for each telecast every 90 days but full payment prior to any individual telecast." For additional background musical material: Payment within 10 days after telecast or photographing is completed. For additional theme song use: Payment within two days after telecast or photographing is completed. Syndication: Not mentioned.

Other provisions: Program contributions other than material to be compensated for by percentage of gross budget and of income from subsidiary uses; audition scripts to be compensated for "according to applicable minimums; traveling expenses (first-class transportation, board and lodging) to be paid by employer. Credit: "Visual and auditory credit equal in prominence and number of frames to that given producer, director, or other craftsman." Revisions and changes: "To be made by same writer, if available; writer not to make more than two revisions."

Collaboration: "Writer may not unreasonably refuse to collaborate with respect to literary material, but minimums apply severally."

Conferences and rehearsals: "Writer entitled to attend and to receive adequate notice; writer entitled to see rough cuts of films and other recordings."

Submission and return of manuscripts: By writers—simultaneous submission; by employers—return of manuscripts in good condition after telecast or photography.

Contracts: Individual contracts to be in writing and filed with the union; suitable warranties and indemnities by writer and by employer.

Disputes: Machinery suitable for handling to be set up.

NBA'S PLEA

Asks Boxing TV Review

A POSSIBLE conference between TV network and boxing officials to explore means of "reviewing commercial boxing" was seen last week in New York following a declaration by Abe J. Greene, National Boxing Assn. commissioner, that television is killing the fight game at its roots.

Saying that he was speaking for Archie Hindman and Harvey L. Miller, president and executive secretary of NBA, as well as for himself, Mr. Greene made it clear that "this is not an attack on television, but rather an appeal to TV to harness its benefits to boxing."

Paid-attendance fan interest is dwindling in an alarming manner, he said. The failure of fans to respond is destroying the smaller clubs, where embryo major-event fighters develop. Such development is indispensable, he said. "Hungry promoters," because of radio and TV commitments, "skyrocket unprepared youngsters into main events."

ABC-TV Additions

IN ORDER to accommodate the rapidly growing number of TV productions, ABC is expanding its New York TV Center to include two new studios and three film preview rooms. This brings the total of TV studios in the Center to seven, and will enable ABC to eliminate "parceling out" of TV production in network studios. Additions should be in operation by Nov. 1.

Film Report

AMERICAN RELEASING Corp., 1746 N. Las Palmas, Hollywood, has entered commercial field with new Television Spot Division. Currently producing series of spots for **Mission Bell Wineries** and **Petri Wine**; agency **Young & Rubicam**. **Bill Faris** is producer and **Hugh Harman** is directing animation. ARC is employing experienced advertising men to interpret needs of advertising agencies.

Owl Drug Co., Los Angeles, has contracted for 78 3½-minute musical TV films from **Snader Telescriptions Corp.**, Beverly Hills. Films to be telecast for 13 weeks on KTLA(TV) Hollywood. Package tentatively titled *Night Owl Varieties*, to be emceed by **Stan Chambers**. Total weekly expense of package for station reported to be around $1,050. If program successful, drug company plans to expand to New York, San Francisco, Boston, Atlanta and Fort Worth.

Harry Lehman of **Cine-Tel**, Los Angeles, producing three TV films for **Optimist Club** for showing on 60 stations during National Optimists Week Nov. 12-18. . . . **Marian Richman**, radio actress, and **Daws Butler**, TV actor, did voice work on four TV films, *Chimplock Hums*, series recently completed for **Bing Crosby Enterprises** by **Courneya Productions**, Los Angeles.

Court Color Test

(Continued from page 53)

have an approximate $100 million dollar investment in television, the complaint asserted. NBC's television broadcast operations represent more than $8 million investment and RCA TV manufacturing plants, equipment and real estate represent more than $35 million investment, the court was told. RCA's gross sales of TV transmitting and receiving equipment and tubes is at the annual rate of over $400 million, the complaint said.

The total present investment of the TV manufacturing industry was estimated at "not less than $300 million," with gross sales of $1½ billion annually. Investment of the TV broadcasting industry was placed at $50 million, with gross income of $325 million.

The complaint charged that FCC's decision would inflict "irreparable injury" on TV manufacturers, by decreased set sales, and on broadcasters as well as present set owners.

RCA said it is in the process of manufacturing and marketing TV sets which will have a retail value in excess of $10 million; that it has an inventory or contracts for parts and components worth $55 million, and that RCA Victor Distributing Corp. has a TV set inventory approximating $1 million —and that "the demoralization of the market resulting from [FCC's] order will seriously impair" RCA's opportunities to sell these receivers.

Investment Cited

With its $8 million investment in TV, the court was told, NBC "was just beginning to reach the point where some of [its] losses could be recouped" when FCC's order was announced. The order will serve either "substantially to dilute the television audience" or "to require NBC to commence incompatible color broadcasting," RCA asserted, declaring that either course "will irreparably injure NBC's television broadcasting business."

Approval of the CBS system will also deter the future adoption of the RCA system, without which RCA's "large investment in the development of its compatible color television system" will be "substantially impaired," the complaint asserted.

Referring to the possible loss of TV audiences, the complaint said:

"There is a reciprocal relationship between the number of television receivers in the hands of the public [the television audience] and the service which the television broadcaster is able to render to the public. The broadcasting of television programs is supplied by the sale of time to advertisers, and the value of such time [and the revenue derived from the sale of such time] is dependent primarily upon the size of the audience which may be reached by the broadcaster."

Claims Enough Sets

RCA claimed there are enough sets operating now, commanding a large enough audience, so that shows can be sold and telecast without a loss to the broadcaster.

Differentiating between black-and-white standards and the CBS color standards, the brief contended acceptance of black-and-white, which FCC approved in 1941 "has been unequaled in the history of any other industry or public service."

It said, "initiation, development and growth" of television was possible because FCC standards were of "high quality, and adopted with express views to protect the public against obsolescence." As a result, manufacturers could build receivers on a single set of "long-range, high-quality standards. This single set has been arbitrarily and capriciously upset by the FCC order.

Complaint alleged FCC's notice of the hearing preceding its bracket standards proposal made no mention of such standards. RCA quoted a Commissioner as saying in his dissent: "The subject of bracket standards was not at issue in the hearing. The subject . . . was a new concept in field and line scanning proposed after the hearing record closed. It came as a surprise to the industry and was not based on information appearing in the record of this proceeding."

RCA asserted FCC based the color decision on "scientifically incorrect conclusions, at variance with evidence submitted and contrary to the public interest, convenience and necessity."

The FCC report "showed the Commission did not understand various aspects of the RCA system," RCA contended.

RCA charged enforcement of the FCC order will effect these results:

- **All television sets will be unable to get some of the television broadcast services;**
- **CBS color shows will not be received on sets now in use unless sets are modified, "and in many cases modification is impractical";**
- **New compatible sets [capable of receiving both black-and-white and CBS color] will take time to produce, "and will be substantially more expensive";**
- **CBS color sets will be expensive;**
- **Broadcasters will have "virtually no audience at all for programs transmitted in accordance with CBS standards, neither black-and-white or color audiences, for a considerable period of time, if ever";**
- **The order "will impair the existing market acceptance of black-and-white sets, to the irreparable injury of TV manufacturers and distributors," and will "close out" competitive systems of color.**

Pilot's suit claimed that unless the FCC decision were voided, Pilot would have to begin making receivers capable of receiving CBS color in order to stay in business, despite inadequacies of the CBS system. To market such receivers, the company alleged, would be to jeopardize its reputation.

"By reason of the deficiencies and limitation of the CBS color system . . . any receiver to be manufactured by plaintiff capable of receiving the CBS color transmissions will necessarily suffer from the same deficencies and limitations and, further, will be subject to early obsolescence in the event current developments and improvements lead to the adoption of a color system different from that of CBS," the complaint said.

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INTENSIVE PROFESSIONAL
COURSES
in **TELEVISION**
BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
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Send for free prospectus "Careers in Television"

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WHO WILL CARRY COLOR?

Most Stations Say 'No' to Hallicrafters Que

FIFTY-FOUR of the nation's 107 television stations have no plans to use the CBS color system recently approved by the FCC, according to a poll conducted by the Hallicrafters Co., Chicago.

William J. Halligan, president of the company which manufactures radio, TV and other communications equipment, sent a wire to each TV operation inquiring when it would commence CBS colorcasting. He received 63 replies, three of which revealed stations are planning to carry CBS color when the network supplies such programs. The remaining 60 that replied declined comment.

Forty-five of the stations responding estimated that the time when colorcasts could begin ranged from 2 to 10 years.

"Are you kidding?" asked KDYL-TV Salt Lake City, in reply to Mr. Halligan's wire. "How could we telecast color and who would receive it if we could?"

"Our crystal ball is a little hazy today," wired WCPO-TV Cincinnati.

CBS Affiliates 'Reluctant'

The Hallicrafters president declined to reveal call letters of other respondents, but said two CBS affiliates had stated they would not only be reluctant to carry the CBS colorcasts if and when they were fed over the network, but had no time available.

Telecasters are "no more anxious to have an incompatible color system pushed down their throats than are the manufacturers," said Mr. Halligan. He said he sent out the questionnaires to get information for his company's dealers and distributors.

Other typical replies:

"Will transmit CBS color when requested by FCC to do so."

"We are in favor of color but we have been urging that it be on compatible basis. Our first obligation is to the 160,000 people in our area who have bought black-and-white receivers."

"No public clamor hereabouts for color. Everyone seems happy with black-and-white. Color premature and impractical."

"No plans whatsoever . . . and do not contemplate any CBS color broadcasting unless forced to do so by government order."

"Have made no plans. Presume we would arrange to do so on Commission's order."

AT&T Facilities

(Continued from page 53)

"should not await the filing of further pleadings" in connection with DuMont's formal complaint, copies of which have been sent to AT&T and the affected Bell System companies together with a notice demanding satisfaction of the complaint or submission of an answer not later than Oct. 30.

The four TV networks "and all TV broadcast station permittees and licensees who are now, or may be, customers for intercity video service" were given permission to "intervene and participate fully" in the hearing, provided they notify FCC by Nov. 1 that they intend to do so.

Some 20 Bell System companies as well as AT&T were made respondents in the proceedings, along with "all other carriers concurring in AT&T Tariff FCC No. 216," under which the usage allocation was made.

Networks Have No Comment

The networks had no immediate comment on the investigation, but it was assumed that both DuMont and ABC-TV would support this move by the Commission as well as the corollary proposal to consider rules to balance network competition. By the same reasoning strong resistance was expected from NBC-TV, which would be hardest hit by the competition-equalization plan and CBS-TV, which would be the secondary victim.

AT&T reiterated the position it took when the proposal to equalize network competition was issued—that is, that AT&T's role is to provide circuits; that the difficulty does not arise primarily from lack of circuits; that AT&T expected the networks, and stations to make mutually satisfactory arrangements and that the telephone company made the present allocation only because of the networks' failure to agree among themselves.

Promising to cooperate fully in any effort to improve the situation, AT&T pointed out that its network facilities "have been expanded very rapidly," now serving 72 stations in 42 communities. "The facilities devoted to television service cost over $70 million and serve an area popu-

lated by over 70 million people," the company said.

Subjects which FCC spelled out for consideration included the basis, justification, and reasonableness or unreasonableness of AT&T's current allocation; the basis upon which future allocations would be made by AT&T and the respondent Bell System carriers; the "impact" of network facilities allocations "upon present and future competitive operations in the field of network television broadcasting."

Text of Tentative Issues

Portion of the FCC order designating "specific matters" to be considered—"without in any way limiting the scope of this investigation"—is as follows:

(1) The lawfulness under Sections 201 and 202 of the Communications Act of 1934, as amended, of the above tariff schedules of the Bell System Companies, providing for allocation of usage of available intercity video transmission facilities to meet the requirements of two or more customers for monthly service;

(2) The allocations of usage of available intercity video transmission channels made by respondent, AT&T, for the calendar quarter, Sept. 30 to Dec. 31, 1950, pursuant to Paragraph II-A-4 of AT&T Tariff FCC No. 216; the bases upon which such allocations were made, and respondent's justification for such allocations; and, the bases upon which future allocations would be made by all respondent carriers, and respondents' justification therefor;

(3) Whether, in the light of the findings made in (2) above, the tariff schedules of respondent carriers fail properly to reflect the practices followed or that will be followed by said carriers with respect to the allocation of usage of intercity video channels, in violation of Section 203 of the Communications Act and Section 61.55(f) of the Commission's Rules and Regulations;

(4) Whether, by virtue of the allocations referred to in (2) above, respondent, AT&T, in violation of Section 201(a) of the Communications Act, has failed or is failing to furnish intercity video transmission service on reasonable request therefor to customers for such service;

(5) Whether the allocations referred to in (2) above are unjust and unreasonable in violation of Section 201(b) of the Communications Act of 1934, as amended;

(6) Whether, by virtue of the allocations referred to in (2) above, respondent, AT&T, in violation of Section 202(a) of the Communications Act of 1934, as amended, is making an unjust or unreasonable discrimination, is making or giving any undue or unreasonable preference or advantage to any customer for video transmission service, or is subjecting any such customers, or any locality to any undue or unreasonable prejudice or disadvantage.

(7) The impact of the allocations of usage of intercity video channels made in the manner and upon the basis determined in (2) above, upon present and future competitive operations in the field of network television broadcasting;

(8) Whether, in the light of the facts developed in connection with the foregoing, the Commission, pursuant to the provisions of Section 205 of the Communications Act, should prescribe new, additional or modified tariff regulations governing the allocation of usage of intercity video transmission facilities of the Bell System Companies, and, if so, the nature of such regulations;

(9) Whether, pursuant to the provisions of Section 205 of the Communications Act, the Commission should prescribe tariff regulations classifying persons or organizations who are, or may be, customers for intercity video transmission service (i.e. television networks, TV broadcast station licensees, persons engaged in theatre TV, etc.), and a basis for allocating usage of facilities among such classes of customers; and if so, the nature of such regulations.

NIELSEN INDEX

TV Report 100% Audimeter

BEGINNING with its first report for September, the National Nielsen Television Index is being produced 100% by Audimeters, A. C. Nielsen, president of the Market Research Co., disclosed Thursday.

"Most important to the broadcasting industry should be the fact that now, for the first time, advertisers just getting into television, or sponsors with both radio and TV commitments, have a basic service which measures both advertising media by the same methods at the same time, by a proper sampling of all radio and TV homes in the U. S." Mr. Nielsen declared.

In the first September report are included:

(1) Two TV network reports monthly, each based on two weeks of sampling; (2) four weeks of network telecasting covered each month with individual week ratings available on most shows—optional and at nominal cost; (3) faster delivery, with a one-week improvement in the September report delivery time and two- to three-weeks improvement on subsequent reports; (4) reliable projections to number of TV homes reached for the first time based on a proper sampling of all TV homes in the station service areas; (5) comparable radio and TV ratings with NRI network radio data comparable with NTI network television program data.

Mr. Nielsen said that beginning in January important analytical data will be available through an NTI selected, fixed sample, and Audimeter-produced minute-by-minute records for viewing:

(a) Ratings in cable connected station areas only or in special combinations of cities chosen for reasons of popularity measurement under identical competition; (b) minute-by-minute audience; (c) cumulative audience; (d) duration and frequency of viewing; (e) duplication of audience between network TV programs or between network TV and network radio programs. (The latter are measured by identical means in a common sample of home.)

The NRI president said there would be no change in the national NTI rate structure through December, but that by the first of next year both complete and ratings services would be available on a "fair contractual basis, the latter on the two reports per month basis and at rates only moderately increased over present price structures."

SETS similar to this one in design, and capable of receiving both color and black-and-white are expected to be produced by various manufacturers, CBS stated last week following earlier FCC approval of CBS color standards. CBS does not manufacture sets. Shown is Margaret Arlen, WCBS-TV New York star.

PHONEVISION

FCC Grants Test Delay

FCC last week granted Zenith Radio Corp.'s request for a 30-day delay in the scheduled Oct. 1 commencement of its Phonevision tests [TELECASTING, Oct. 9].

The tests, covering 300 Phonevision-equipped homes in Chicago, are now slated to start Nov. 1 and continue through Jan. 29, 1951.

The 30-day delay was sought because Zenith had been unable to secure "enough good film to conduct the test properly for 90 days." But Zenith officials said "recent developments" made it likely that "a true cross-section of Hollywood's feature productions" would be available by Nov. 1.

Borden on NBC-TV

BORDEN Co., New York, effective Nov. 23 will sponsor Peter Lind Hayes and Mary Healy on NBC-TV, Thursday 8:30-9 p.m. Show previously was expected to go on CBS starting Oct. 31, but that network was unable to clear stations and thus the agency, Kenyon & Eckhardt, New York, bought the NBC time.

Texas Buys Opera

OPENING performance of the Metropolitan Opera will be telecast for the third year over ABC-TV under sponsorship of The Texas Co., which also sponsors Saturday matinee telecasts of the opera over ABC-TV. First opera performance of the season will be the evening of Nov. 6.

'COMPANION SET'

Muntz Starts Color Units

COLOR television "companion sets" attachable to existing TV receivers were promised for delivery before Christmas by Earl Muntz, head of Muntz TV Inc., in New York last week. Although the price has not been determined, he said it would be "relatively low."

Between $200-250,000 will be spent on radio spot and newspaper advertising throughout the country, he announced. A breakdown of amounts allocated to each medium was not revealed.

The "companion set" will be a separate instrument to stand side by side with the old set, which must be fitted with a plug and a control knob. With the two sets, the owner can receive either color or black-and-white, but not simultaneously. The old set will receive the color signal, and the new set will screen it.

"Companion sets" will have a 12½-inch screen, regardless of the old-set screen size. Although presumably no one would want an exclusively-color TV set until such time as all TV stations transmit in color, Mr. Muntz said that parts from the old set could be transferred to the new set and make it a complete color set.

ACADEMY of Radio Arts, TV department, Toronto, conducting lecture series to train personnel for video.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW-TELEVISION

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of WLW-Television's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus.

That's the case . . . and that's the reason you should contact the nearest WLW sales office about availabilities on

WLW-TELEVISION

—with more viewers than any station in Cincinnati, Dayton or Columbus.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

TV Allocations

(Continued from page 61)

sion in which the buying public need incur the added expense and inconvenience of adding adaptors in order to receive additional channels on marketed television receivers."

FCC Counsel Plotkin, however, wanted to know if TBA had surveyed set manufacturers to find out if they would incorporate these changes in their sets. Mr. Preston said no such survey had been made.

Mr. Plotkin further attacked TBA's generalization that it now is "feasible" to establish transmission standards in the UHF. While TBA supported use of VHF standards for the UHF, Mr. Plotkin was told this did not include the new color TV standards.

TBA further urged FCC to maintain a separation of 75 miles between stations where oscillator interference would be expected and separations of 58 miles and 75 miles in cases where image interference may be expected.

Mr. Plotkin here challenged TBA's basis for assuming the Radio-Television Mfrs. Assn. has recommended an intermediate frequency of 41.25 mc for sound and 45.75 mc for picture carrier to reduce radiation. He doubted RTMA had authority to stabilize the industry use of the IF on the "high side."

In a verbal tussle with Mr. Plotkin concerning the FCC counsel's attack on the failure of TBA to provide supporting evidence with its conclusions, Thad H. Brown Jr., TBA counsel, commented, "We thought you'd like to hear from us." Mr. Plotkin replied affirmatively but observed, "Only it doesn't mean much to us."

Mr. Plotkin also asked TBA if it thought it was "being helpful" when it failed to study what effects its plan to solve oscillator radiation would have on services other than TV, such as those pertaining to safety of life. "How can you make a recommendation if you didn't study it?" he asked.

Similarly he criticized TBA's failure to consider FCC's proposal to assign five channels below 500 mc to common carriers as well as proposals on Stratovision and Polycasting.

Mr. Plotkin observed that the TBA evidence was not supported or qualified and not in the personal knowledge of the witness, but upon the protest of TBA counsel, he withdrew the observation and moved the full TBA presentation be stricken from the record. FCC denied this motion but admitted the presentation, which also included a "sample" East Coast allocation plan, with realization of its "limitations."

Frank J. Bingley, in charge of TV research for Philco Corp., outlined Philco's experience in measurement of UHF signals in Bridgeport, Conn., and Washington, D. C. He said Philco believes that "fundamentally there is no reason" why the UHF band cannot provide a "satisfactory broadcast service." He said Philco's results show that UHF service in Bridgeport is good although its range is "somewhat limited."

Mr. Bingley stated that at his home in Meadowbrook, Pa., 126 miles from Bridgeport, he was able to "clearly" identify the NBC experimental station during afternoon and evening hours. No signals were picked up in Washington, 259 miles away, he stated.

Results of experience in Washington with reception of the lower power NBC UHF station there "were not quite as good" as Bridgeport, Mr. Bingley testified. The larger, metropolitan service area was noted here. Mr. Bingley said Philco is not sure about the suitability of UHF for service in big metropolitan areas and there is some possibility that New York, with its many high buildings, would present a "difficult problem."

Mr. Bingley contended oscillator radiation was a receiver problem and not one of allocation. He also favored off-set carrier operation to reduce co-channel interference.

Murray Testimony

Albert F. Murray, consulting engineer, presented details of the Bridgeport and Washington UHF reception tests which he conducted or supervised for Philco.

He concluded there appears to be no great difference between UHF and VHF as far as ghosts are concerned; receiving antenna positions are more critical in UHF; shadow effect of obstructions in UHF is more pronounced; absorption of buildings and trees is greater in UHF, and to secure the desired voltage input at the receiver from a UHF signal of given intensity a higher gain antenna is required than in VHF. He also found UHF home installations no more difficult than VHF.

To questioning by Comr. Hennock, Dr. Murray stated "we have reached the creative and development stage in UHF" and that without the RCA experimental station in Bridgeport "we wouldn't be anywhere in the UHF field today." He considered the Bridgeport transmitter, one of three experimenting in UHF, as the only one approaching commercial operation.

After further extensive questioning, Comr. Hennock observed that apparently the proposed allocations mean nothing in view of the meager scientific data. She said, "Again we are creating and giving things about which we know little because of lack of information."

Dr. Thomas T. Goldsmith Jr., DuMont director of research, undertook presentation of the extensive DuMont evidence Thursday afternoon which he was expected to complete on Friday.

DuMont's revised nation-wide allocation plan was introduced Thursday afternoon by Dr. Goldsmith, who was expected to continue presenting the extensive DuMont evidence on Friday. Dr. Goldsmith, although noting discrepancies in both basic and specific allocation proposals of the FCC, agreed with the Commission plan to separate co-channel VHF stations by 220 miles and UHF outlets by 200 miles.

The revised DuMont plan, Dr. Goldsmith stated, is based on eight major factors:

1. The 12 present VHF channels are utilized to fullest extent, four channels per city where possible. 2. Forty-eight six-megacycle UHF channels are used to supplement the VHF national allocation plan. 3. Twelve additional UHF channels are reserved to take care of "forgotten man" in smaller cities not included in general plan. 4. Nine more UHF channels proposed for non-commercial, educational stations. 5. VHF and UHF frequencies are employed in manner to provide minimum of four channels in most major markets for program choice. 6. VHF and UHF intermixture is minimized. 7. In order to provide best long-term plan it has been necessary to earmark certain limited VHF cities as future UHF cities but with orderly conversion proposed. 8. Plan takes cognizance of interference factors not previously considered, including protection against local oscillator radiation and protection against image interference.

SMPTE AWARD

Conferred on Zworykin

DR. VLADIMIR K. ZWORYKIN vice president and technical consultant of the RCA Laboratories Division, RCA, last week was awarded the 1950 Progress Medal of the Society of Motion Picture and Television Engineers. The announcement came at the SMPTE's 68th semi-annual convention, Oct. 16-20, at Lake Placid, N. Y., and cited Dr. Zworykin's basic research and developments that contributed to present day television's status.

Other major awards given by the society were the Samuel L. Warner Memorial Award Medal to Charles R. Fordyce, Eastman-Kodak Co., for research and development leading to commercial adoption of safety film; and the Journal Award to Dr. Frederick J. Kolb Jr., Eastman-Kodak, for his technical paper, "Air Cooling of Motion Picture Film for Higher Screen Illumination," adjudged the best to be published in the society's *Journal* in 1949.

Election of Officers

In elections prior to the opening of the convention last Monday, Peter Mole, Mole-Richardson Co., Hollywood, was elected SMPTE president to succeed Earl I. Sponable, current president. Herbert Barnett, General Precision Labs., Pleasantville, N. Y., was named executive vice president, and John G. Frayne, Westrex Corp., Hollywood, was elected editorial vice president.

They will take office Jan. 1, 1951.

Officers re-elected were William C. Kunzmann as convention vice president and Robert M. Corbin as secretary.

Other officers of SMPTE include: Fred T. Bowditch, engineering vice president; Ralph B. Austrain, financial vice president, and Frank Cahill, treasurer.

New board of governors, also to take office Jan. 1, includes: William B. Lodge, CBS; Oscar F. Neu, Neumade Products Co.; Frank E. Carlson, General Electric; Malcolm G. Townley, Bell & Howell; Thomas T. Moulton, 20th-Century Fox; Norwood L. Simmons, Eastman-Kodak; Lloyd Thompson, Calvin Co.

making a nerve-wracking job easier for spot time buyers

Selecting stations is a nerve-wracking job for any time buyer, when he can't get the station information he wants. Or when it takes too long to get it.

Many stations are making it easier by running Service-Ads that supplement and expand their STANDARD RATE listings. The Service-Ad shown here, for instance, indexes useful information on Station WHK's coverage, audience, cost, production quality, and program promotion.

The issues of SRDS Radio Section average over 50 pages a month of such additional buying information. That's why, when you're working with SRDS, or with SRDS CONSUMER MARKETS, it pays to check the Service-Ads as well as the listed data.

STANDARD RATE & DATA SERVICE
The National Authority / Walter E. Botthof
Serving the Media Buying Function / Publisher
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

RADAR NETWORK

TV Won't Interfere—USAF

TELEVISION won't bother radar operation and the Air Force has experienced no such phenomenon," a Defense Dept. official has told BROADCASTING, in reply to a query arising out of discussions in the past few months relating to possible blackout of TV in the event of air attack.

While TV transmission may have little effect on radar, the latter's impact on TV is "something else again," he added.

In any event, said the official, who declined to be quoted by name, most radar operation today is conducted in the "super high frequencies (3 to 30 million mc)" and the UHF. Some World War II equipment entailed use of the UHF and SHF frequencies, he noted.

The official said that much of the new equipment now being produced, which will serve as backbone of the new permanent radar network, will utilize SHF and some ultra highs. Network will be completed by mid-1951 at an estimated cost of $26 million.

According to John McCone, undersecretary of the Air Force, the screen will consist of 24 key stations and a hookup of smaller centers. The network was authorized by Congress last year.

Question of TV interference with radar was raised among FCC, military and industry officials two months ago, at which time it was stated that radar may conflict with television only in the event some obsolete equipment is used.

H. L. BALDWIN

Agency Executive Dies

HERBERT L. BALDWIN, 46, vice president in charge of research and merchandising for Fletcher D. Richards Inc., New York, died Oct. 12 in his home, 33 Washington Square, New York.

Mr. Baldwin was a graduate of Mercersburg Academy, and attended Columbia U. and New York U., and had been with the Richards agency for seven years. Surviving are his widow, three sisters and one brother.

CBC Board Meet

NOVEMBER meeting of the Canadian Broadcasting Corp. board of governors is to be held at Ottawa, Nov. 16-17. No agenda has been announced as yet. With the Royal Commission on Arts, Letters and Sciences report expected soon, television licenses for other than CBC stations may be discussed.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

The Nation's Richest Farm Market

Local Retail Sales, 1949, 18% above the Nation's Average—1930—higher.

WTTN WATERTOWN, WISCONSIN

TRIBUTE to WPJB Providence's new Bond bread show, *Student Radio Club*, is given at its premiere by (l to r) Margaret Lyons, production assistant; John O. Muthing, manager, General Baking Co.'s Bond bread branch; Mrs. Clarence Haley, production assistant; H. William Koster, station manager; Virginia Lyons, producer; Harmon Hyde, station program director; Robert Peckham, assistant manager of the Bond bread Providence branch. Program is a new weekly feature on WPJB.

FM AUDIENCE DISSECTED

Survey of WFLN (FM) Shows 'High-Buying'

COMPLETE dissection of an FM-only station's audience, from ear habits to reading preferences, shows the typical listener is a high-buying individual enjoying most of life's comforts, particularly his FM receiver.

The audience of WFLN (FM) Philadelphia is laid bare in intricate detail in a survey conducted by Lee Ramsdell & Co., advertising agency. The survey is described by Raymond S. Green, WFLN general manager, as the first "depth audience profile of its kind in the radio industry, AM or FM."

Based on what Gerald F. Selinger, agency vice president, calls a "startling 46.6% response," the 71-question survey produced a vast fund of information on 1,960 families.

Penetrating Study

"Although such data are regularly obtained by printed media, up to now no radio station has made the attempt to delve so deeply into the private life of its audience," said Mr. Green. This audience is portrayed in the survey as representing Philadelphia's select-upper-income families. Shown in detail is the story of how and where they work, bank and invest; shopping leisure and living habits, along with a host of other facts.

Suspecting that its audience would respond to a questionnaire—even a 71-question document—WFLN contacted 3,776 homes. The largest group, 76%, consisted of subscribers of WFLN's monthly program guide. Another 5% included persons who had written to the station within the year. The remaining 19% comprised names from general selected lists.

Sure enough, the first group's response was 53.7%. The second group delivered a return of 42.7% and surprisingly the general list pulled an 18.6% response. Respondents answered an average of 85% of the questions.

The 10-county Philadelphia audience of WFLN, according to the survey, has a median family income of $7,125 and head-of-family income of $5,950. The median age of the audience is 34 years and more than half of the survey audience over 18 years of age—51.6% — are college graduates, with 82.9% of all adults high school graduates.

Ninety percent of house dwellers own their homes, with 42.6% of the homes valued at $16,000 or more. Of the survey respondents, 71.% live in a house. As to banking habits, the data show 91% have checking and 62.9% savings accounts; 14.6% used loan services; 20.7% maintain bank vault facilities; 49.4% maintain bank safe deposit facilities.

Eighty-one percent own life insurance and 50.1% buy their insurance or investments according to a planned program; 40% own stocks; 46.4% own bonds; 31.2% bought a stock or bond within six months; 79.2% own one or more cars; 76% have department store charge accounts.

Skill Classification

Over half of family heads hold positions in the professional or semi-professional fields, with occupations rated in this order: Engineer, executive, sales, teaching (college or public school) and chemist.

Magazine reading habits were analyzed, showing these five magazines read most regularly: *Life*, 49.8%; *Time*, 37.1%; *Readers' Digest*, 34.8%; *Saturday Evening Post*, 27.4%; *New Yorker*, 25.1%.

Respondents indicated they spent an average of 3.6 hours a day listening to the station or 22.5 hours a week, with 12.2% saying they listen between 40 and 70 hours a week.

Vast quantities of information are provided on buying habits of the audience, including names of banks, stores and other business places where listeners spend their money. Home appliances and equipment are covered in detail.

The survey shows that 50.7% buy more records as a result of listening to the station. In the case of those having record players (85.5% of all replies,) 64.4% buy more records and 25.1% fewer, with 9.1% answering "same."

Only 21.4% of respondents own TV sets, well under the Philadelphia average, but 16.2% said they planned to buy a new set.

Analyzing movie attendance, the survey showed 10.3% go weekly, 17.5% twice monthly and 34.6% monthly. In the case of legitimate theatres, 1.4% attend weekly, 5% twice monthly and 35.7% monthly. Those who attend concert and opera events listed Academy of Music 60.1% and Robin Hood Dell 11.1%.

WHBF Moves Studios

STUDIOS and offices of WHBF-AM-FM-TV Rock Island, Ill., have been moved to the Telco Bldg., adjoining the station's 485-ft. TV tower at Third Ave. and 18th St. in the downtown district. Sales and general offices will occupy the second floor of the building, while AM-FM-TV control rooms, studios and TV transmitters will be housed on the third floor.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

Strictly Business

(Continued from page 14)

Mr. Petree had been president of James McCreery & Co., a department store, and vice president of Associated Dry Goods Corp., a department store holding company, both in New York. He also served as president of the New York Retail Dry Goods Assn., which certainly has been radio-minded, and vice president of the New York State Council of Merchants. In these capacities he consistently espoused the cause of radio.

Among his other associations were: Scarsdale National Bank & Trust Co.; Better Business Bureau; Fifth Avenue Assn. (all of which he served as director).

Neil Petree was born in Norborne, Mo., on March 18, 1898, and his family moved to the West Coast in his early years. After graduation from San Jose High School in 1915, from Stanford U. in 1919, and a year's service during World War I with rank of first lieutenant in the U. S. Air Corps, Mr. Petree took his first job as men's furnishings buyer for Weinstock Lubin Co., Sacramento, in 1920, and later was named merchandising manager.

In 1924 he went to San Francisco and joined Hale Bros. Department Store as general merchandise manager. He remained there five years, then headed for the East Coast.

When Mr. Petree returned west in 1938, he was instrumental in helping Barker Bros. plan a program that would appeal to those interested in building and decorating new homes or in redecorating old ones. Though deliberately aimed at a "selective audience," the program, *Background for Living*, maintained a high rating among afternoon listeners.

The show was conducted by an experiencel lecturer and consulting decorator, Edgar H. Wileman, who heads up Barker Bros.' Home Advisory Bureau. Each session touched on some phase of interior decoration or closely allied subject, and contained a straight commercial, sometimes relating to an item of merchandise or to some store activity.

Last year, in July, Mr. Petree and Barker Bros. felt the time had arrived to show visually on television what they had promoted orally on radio. And so each week, for 15 minutes, Mr. Wileman conducts a television program complete with room settings and interesting merchandise. Additionally, the store features a "Television Special" out of which accrued some "phenomenal results."

Cognizant of TV's display power, Mr. Petree has indicated that Barker Bros. may well expand its use of video in the foreseeable future.

Earned Cavalier Award

Mr. Petree's record may be succinctly appraised in noting that he won the Cavalier Award in 1942 as the outstanding merchant who did the most for his country that year. He likewise has established himself as a champion of retailers' radio through the years.

His achievements and appointments also have fanned out so much as to represent an individual *Who's Who*. From April to November 1942 he acted as Southern California state director for the OPA, and then was named assistant regional administrator for OPA's eighth region.

Mr. Petree also has served variously as vice president and director of the Los Angeles Chamber of Commerce, president of the Downtown Business Men's Assn., president of Stanford U. Alumni Assn. and president of the Los Angeles Area War Chest, as well as Southern California director of the Committee for Economic Development.

At present he holds a directorship in the Bank of America, Pacific Mutual Life Insurance Co., Founders' Fire & Marine Insurance Co., Palos Verdes Corp., Douglas Aircraft Co., Southern California Gas Co., Automobile Club of Southern California, California State Chamber of Commerce, Downtown Business Men's Assn., Los Angeles Community Welfare Federation.

Other associations include the Hollywood Turf Club Associated Charities, of which he is president; Stanford Graduate School of Business, where he serves as consulting professor of merchandising; and the Southern California Committee for the Hoover Report, of which he is chairman.

In his "spare" time, Mr. Petree also joins in activities of the California Club, Bel Air Bay Club, University Club, Los Angeles Country Club, Sunset Club and Chaparral Club.

WSRS

CLEVELAND

. . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

GETTING some tips for the operation plans of WJBS DeLand, Fla., are Dr. J. Ollie (l), president of John B. Stetson U., DeLand, and C. L. Menser, professor of speech and director of the station. The school recently acquired the station and plans to continue it as a commercial outlet.

WLAP OPERATION

Goes 5 kw, Starts FM

POWER increase from 250 w to 5 kw day, 1 kw night and inauguration of regular FM programming have been announced by WLAP Lexington, Ky., one of four stations owned and operated by Gilmore N. and J. Lindsay Nunn. Station is changing from 1450 kc to 630 kc, a regional frequency.

Coincident with the 5 kw AM operation, WLAP-FM is offering simultaneous programming, day and night, with 4.6 kw ERP on 94.5 mc, to its newly-drawn regional contour. FCC gave its final approval last Feb. 24, and construction work on the new grant was completed within 139 days. WLAP is an ABC affiliate headed up by J. Ed Willis as general manager and Miller Welch as assistant manager. Both are directors and stockholders in the company.

BORTON ADDRESS

Keynotes Pa. Ad Sessi

ADVERTISING is the "key" to t twin goals of production and s in the present government mobil tion program, Elon Borton, pr dent and general manager of Advertising Federation of Am ica, told the second annual Nor eastern Pennsylvania Advertis and Sales Promotion Conferenc Wilkes-Barre, Pa., Oct. 14. Sessi were conducted by the city's a vertising Club.

Mr. Borton's address keyno panel discussions on radio a newspaper advertising, public re tions programs and other subjec Speakers included Linnea Nels head timebuyer, J. Walter Thom son Co., New York; Franklin Coslett, program director, WBR Wilkes-Barre, and Maurice Mitchell, Associated Program Se ice.

Miss Nelson stressed responsib ity of stations in development local programs for local audienc and problems in purchase of radi TV time. Mr. Mitchell emphasiz new techniques for local comm nity advertising and urged rep sentatives to devise their own a proaches rather than accept stan ard copy. The advertising patter he told the group, is returning the community level with respe to creation of new techniques.

Panel Heads

Presiding over various panel di cussions were such radio executive as Roy E. Morgan, WILK Wilke Barre; Vic Diehm, WAZL Hazle ton; David Baltimore, WBRE, a William Dawson, WARM Scranto

Mr. Borton warned against po sible limitations on advertising national and state legislatures, a declared that imposition of tax would be "illogical and uneconomi because advertising is merely a t of distribution. He urged adve tisers to clean up any untruthf copy, watch for illogical restrictio before they become effective a advise legislators of potenti harmful effects. Additionally, th must help "sell the public" on g ernment causes, he added.

THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

programs promotion premiums

EVENING SHOPPING ● ● ●

WTAG-AM-FM Worcester, Mass., cooperating with Worcester *Telegram-Gazette*, Chamber of Commerce and local merchants in promoting city's Wednesday night shopping facilities. Amateur show, *Talent Shop*, aired Wednesday evenings from stage of Loew's Poli Theatre. Talent is four acts of vaudeville given by workers at industrial plants. Prizes are donated by Chamber members. Show begins at 9 p.m., immediately after stores have closed, and is followed by main feature.

MERRY MUSIC ● ● ●

WNOX Knoxville, Tenn., sends trade small yellow and black folder promoting its *Midday Merry-Go-Round* show. Program has been emceed by Lowell Blanchard for past 15 years. Pictures of talent and audiences illustrate folder. Lineup of other promotions covers back of folder.

IMPORTANT D.J. ● ● ●

WBZ Boston, *Suzi-Q Show*, Oct. 13, 7-9 a.m. Disc show featured Mayor John B. Hynes, who spun records, chatted and urged listeners to donate to special Christmas fund for Boston soldiers in Korea. Purpose of fund is to send boys large parcel of gifts from their home town.

CONTEST CLIMAX ● ● ●

KPOA Honolulu, T. H., sponsored weekly scoring contest during summer broadcasts of Mutual's *Major League Game of the Day*. All winners in weekly contest were eligible to enter World Series scoring contest. First prize was 1950 Hudson convertible. Beauty contest was held, and winner made public appearances in car during Series week. Over 20,000 mail pieces resulted, station reports.

MEETINGS AIRED ● ● ●

WHAT-AM-FM Philadelphia exclusively broadcasts, by delayed recording, all meetings of Women's National Press Club of Washington, D. C. Programs are featured as part of station's morning commentaries on news. Each meeting features guest speaker, whose address will be part of WHAT'S show.

STORM MAP ● ● ●

WLRD (FM) Miami Beach, Fla., promotes its storecasting service with hurricane map. Map shows East Coast and Gulf of Mexico with markings signifying previous storm paths. Resume of damage done by storms in 1949 is included as well as frequency table of hurricanes. Station's call letters are carried in upper left-hand corner.

COLUMNIST'S HOST ● ● ●

WBT Charlotte, N. C., *What's Cookin'?* Show's m.c., Kurt Webster, recently played host to Earl Wilson and his wife. Famous columnist was interviewed while in Charlotte for opening of annual Southern States Fair.

★ ★ ★ ★ ★ ★ ★ ★ ★

SHOESTRING TIES

WGRC Louisville sending radio timebuyers "Kentucky Colonel" black shoestring ties. On inside-back of each—where man looks before slipping tie under his collar—are station's call letters in white type nearly an inch high. Tie also carries announcement that WGRC now has 5 kw on 790 kc.

★ ★ ★ ★ ★ ★ ★ ★ ★

BALTIMORE SERIES ● ● ●

WMAR-TV Baltimore, *This Is Baltimore*, Mon., 7:15 p.m. Series documented by station's staff and sponsored by Savings Bank of Baltimore. City's port, libraries, schools, museums and industries are featured in shows. Agency is Mahool Adv.

WIDA MAILING ● ● ●

WIDA Memphis, Tenn., sends trade orange oversize card. Back of card introduces two of station's Negro stars, Nat Williams and "Hot Rod" Hulbert. Hooper ratings for stars and station's BMB data are tallied with Negro population and buying power figures. Advertisers who have successfully used station are named.

FRATERNITY ROW ● ● ●

WASK Lafayette, Ind., *WASK Makes Fraternity Row*, Wed., 7-7:15 p.m. Gerry Mohlman & Son Jewelers, sponsor. Each of Purdue's social fraternities is allotted 11 minutes of 15-minute spot for singing of its songs, and discussions of its history, size, outstanding members, programs and other material.

WTAR RELEASES ● ● ●

WTAR-FM-TV Norfolk, Va., sends trade small booklet complete with colored drawings. Titled "That the people may hear . . . and see . . .," illustrations and text tell history of stations, pointing up their service to Norfolk market. Copy of WTAR's contribution to a local time capsule, including letters from Congressmen and stations' president, also sent to trade. Capsule will be opened in year 2050.

SELLING BONDS ● ● ●

U. S. Savings Bonds Div., Treasury Dept., announces series of four 15-minute radio shows recorded by Barnee Breeskin and Barnee-Lowe Shoreham Hotel orchestra. Shows have Christmas theme and are open-end for local commercial sponsorship. Platters being distributed to 1,000 stations, but are not included in *Guest Star* series.

STARRING STATION ● ● ●

KDAL Duluth, Minn. Station's participation in annual Duluth Fall Festival played up station's and network's theme — "KDAL and CBS . . . Where the brightest stars shine." Small boys marched in parade covered by four-foot stars — a foot thick from front to back. Only the boys' legs were visible. Across front and back of each star was name of CBS program or star. Station wagon accompanied marchers and taglines were broadcast by KDAL announcers.

SINGING SALESMAN ● ● ●

WMAQ Chicago distributes sepia and white folder to trade introducing its "Singing Salesman," Skip Farrell. Cover is adorned with musical notes and small arrows, urging reader to turn page. Large picture of Mr. Farrell and statements on his hold on regional audience complete offering.

SPOTS ILLUSTRATE ● ● ●

WWJ-TV Detroit. Kroger grocery chain, Detroit office, places series of one-minute films on station. Films illustrate advantages of working for Kroger with pictures of employe training school operations, and emphasize idea of "career job" with company. Agency is Otto & Abbs.

BMB DATA ● ● ●

KOA Denver sends trade folder setting forth BMB data on station's day and nighttime audience. Comparison of Denver stations' audiences given in smaller folder. Colored maps of Rocky Mountain area illustrate data.

DOG CARE ● ● ●

DOG TALES Syndicate, producer of public service series on dog care for American Meat Institute, offers series to stations without charge. There are 13 12½-minute open-end shows in series. No mention of Institute or its products is carried.

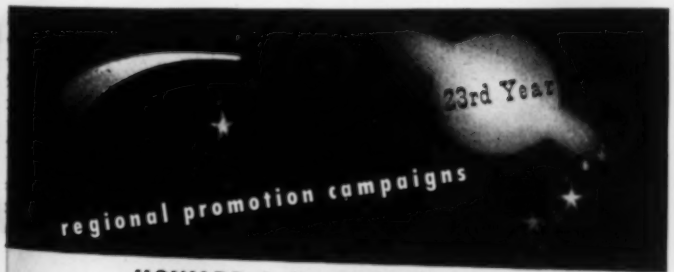
'BOOSTER' BOOSTS ● ● ●

KCKN Kansas City sends trade blue and black card beginning, "Use one network station . . . add KCKN . . . (and latch on to) $1.2 billion market." Buying power statistics are given. Market is represented as black block with network station and KCKN shown as balloons buoying it up.

HELP FOR VETS ● ● ●

KFI-TV Los Angeles, *Vets TV Center*. Quarter-hour weekly public service broadcast dealing with veterans' problems. Judy Lawton and Maurie Green are co-m.c.'s.

KNBC San Francisco helped kickoff Northern Calif. Community Chest campaign in half-hour tape recorded salute from Navy's Treasure Island base.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage ★ Member N·A·B·

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

October 12 Applications . . .

ACCEPTED FOR FILING

Modification of License

KWEM W. Memphis, Ark.—Mod. license to change hours from D to SH from 5:30 a.m. to 7:15 p.m.

SSA—1460 kc

WOKO Albany, N. Y.—Request for extension of SSA on 1460 kc 1 kw-D 500 w-N for period beginning Oct. 10 and ending no later than Jan. 10, 1951.

License Renewal

KEYD Minneapolis, Minn.—Request for license renewal AM station.

License for CP

WSVA Harrisonburg, Va.—License for CP to change hours of operation install DA etc.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Modification of CP

WEIM Fitchburg, Mass.—Mod. CP AM station to change from DA-1 to DA-N.

APPLICATIONS RETURNED

License for CP

KAHU Waipahu, Oahu, Hawaii — RETURNED license for CP new AM station.

KRXL Roseburg, Ore.—RETURNED license for CP new AM station.

KRKO Everett, Wash.—RETURNED license for CP to change frequency, increase power etc.

October 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KOKX Keokuk, Ia.—Mod. CP AM station to increase power, change hours etc. for extension of completion date.

KWHP Cushing, Okla.—Mod. CP AM station to change name of applicant from William Howard Payne tr/as Payne County Bcstrs. to Cimarron Bcstrs.

License for CP

License for CP new AM station: WATA Boone, N. C.; WMOD Moundsville, W. Va.; WGRC Louisville, Ky.; WELS Kinston, N. C.

License Renewal

Request for license renewal FM station: WKRS-FM Waukegan, Ill.; WBOX Louisville, Ky.; KFAM-FM St. Cloud, Minn.; WMSA-FM Massena, N. Y.; WGBG-FM Greensboro, N. C.; WIMA-FM Lima, Ohio; WGBI-FM Scranton, Pa.; WSBA-FM York, Pa.; KTEM-FM Temple, Tex.; WHTN-FM Huntington, W. Va.

Modification of CP

Mod. CP new FM station for extension of completion date: KMAR Bakersfield, Calif.; WKBN-FM Youngstown, Ohio; KSDS San Diego, Calif.

APPLICATION RETURNED

License for CP

KRIZ Phoenix, Ariz.—RETURNED license for CP new AM station.

APPLICATION DISMISSED

Clovis, N. M.—RETURNED Application Big Spring Bcstg. Co. for new AM station 1240 kc 250 w unl.

October 16 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

Aurora Bcstrs. Inc., Ketchikan, Alaska—CP new AM station on 580 kc, 1 kw unl. AMENDED to request 580 kc, 1 kw-D 500 w-N.

Modification of License

WVMI Biloxi, Miss.—Mod. license to change main studio U. S. Highway 90 to Broadwater Beach Hotel, West Beach, Biloxi, Miss.

Modification of CP

Mod. CP AM station to increase power, change frequency etc.: KGEM Boise, Ida.; WAAF Chicago; WKVM Arecibo, P. R.

WEIM Fitchburg, Mass.—Mod. CP AM station to change power etc. to request change in DA pattern from DA-2 to DA-N.

License Renewal

Request for license renewal AM station KEIO Pocatello, Ida.; WSFL Springfield, Mass.; WFVG Fuquay Springs, N. C.

License for CP

WRIB Providence, R. I.—License for CP to increase power etc.

WAKE Greenville, S. C.—License for CP new AM station.

WIS-FM Columbia, S. C.—License for CP new FM station.

WPWT Philadelphia—License for CP new noncommercial educational FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOWN Conway, Ark.; KFEL-FM Denver, Col.; KWKH-FM Shreveport, La.; WXRT Chicago.

License Renewal

Request for license renewal FM station: KRE-FM Berkeley, Calif.; KARM-FM Fresno, Calif.; WBON Bowling Green, Ky.; WELL-FM Battle Creek, Mich.; KTIS-FM Minneapolis; WVCV Cherry Valley, N. Y.; WVCN DeRuyter, N. J.; WFNF Wetherfield, N. Y.; WIST Charlotte, N. C.; WLWA Cincinnati; WCPO-FM Cincinnati.

TV—(204-210 mc)

Grandwood Bcstg. Co., Grand Rapids, Mich.—CP new commercial TV station request application be amended to change from Chan. 9 (186-192 mc) to Chan. 12 (204-210 mc).

TENDERED FOR FILING

AM—1400 kc

WKXY Sarasota, Fla.—CP to change from 1540 kc, 1 kw D to 1400 kc, 250 w unl.

APPLICATION RETURNED

License for CP

WORL Boston—RETURNED Oct. 16 license to cover CP new AM station.

FCC actions

OCTOBER 12 TO OCTOBER 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 17 Decisions . . .

EXTENSION GRANTED

WOKO Albany, N. Y.—Granted extension to Jan. 10, 1951, of SSA on 1460 kc 1 kw to local sunset, 500 w N and extension for same period to use Western Electric type 106-B trans. with power of 500 w for aux. purposes.

CORRECTION

Decision Aug. 22, freqeuncy granted Southern Methodist U., Dallas, Tex., should be 89.3 mc.

BY THE SECRETARY

WNAT Natchez, Miss.—Granted assignment of license from partnership composed of five partners to new corp. Old South Bcstg. Co. Inc. No monetary consideration involved.

WELC Welch, W. Va.—Granted license new AM station; 1150 kc, 1 kw, D.

WIBW Topeka, Kan.—Granted license to use old main trans. at present site of main trans. for aux. purposes only with power of 5 kw employing DA-N. Granted license install new trans.

KPRS Olathe, Kan.—Granted license increase in power; 1590 kc, 1 kw, D.

KAVL Lancaster, Calif.—Granted license new AM station; 1340 kc 250 w, unl.

WIEL Elizabethtown, Ky.—Granted license for new AM station; 1400 kc, 250 w, unl.

James A. Noe, Monroe, La.—Granted CPs and licenses for new remote pickups KKE-311, KA-7782.

Greenville News-Piedmont Co., Greenville, S. C.—Granted licenses for new remote pickups KA-5832-3.

KFEL-FM Eugene P. O'Fallon, Inc., Denver, Col.—Granted request to cancel authorization for mod. of CP.

KWHP Cushing, Okla.—Granted mod. CP to change name to Cimarron Bcstrs.

KFGR Forest Grove, Ore.—Granted mod. CP to change type trans.

KLCB Libby, Mont.—Granted mod. CP for approval of ant. and trans. and studio locations.

WTIL Mayaguez Radio Corp., Mayaguez, P. R.—Granted mod. CP to change type of trans.

Following granted mod. CPs for extension of completion dates as shown: KOKX Keokuk, Ia. to 12-8-50; WJFR Caguas, P. R. to 4-18-51; WAAF Chicago to 4-10-51; WKVM Arecibo, P. R. to 1-15-51; WSFL-FM Springfield, Mass. to 4-1-51; WOOK-FM Silver Spring, Md. to 12-1-50; WRBL-FM Columbus, Ga. to 12-1-50.

KUGN Eugene, Ore.—Granted license change frequency 590 kc, 1 kw, DA-N, unl. increase power, install new trans. and DA-N and change trans. location; grant not to be construed as approval to change present trans. location of KUGN-FM.

KWTO Springfield, Mo.—Granted license install new trans. at present site of main trans. to be used as aux. for daytime and alternate main for night use employing DA-N.

WBIP Booneville, Miss.—Granted license new AM station; 1400 kc 250 w unl.

WBNL Boonville, Ind.—Granted license new AM station; 1540 kc 250 w, D.

KLWN Lawrence, Kan. — Granted mod. CP for approval of ant., trans. and studio locations and to change type of trans.

KBKH Pullman, Wash.—Granted mod. CP to change type trans.

WIBR Baton Rouge, La.—Granted mod. CP to change type of trans.

KWCO Chickasha, Okla.—Granted mod. CP to change main studio location and change trans. location.

WFHG Bristol, Va.—Granted mod. CP change trans. location and install new trans.

KILA Hilo, T. H.—Granted mod. CP for approval ant., trans. and studio locations and change type trans.

WOKO Albany, N. Y.—Granted mod. CP for extension of completion date to 1-24-51.

WHMP Northampton, Mass.—Granted mod. CP for extension of completion date to 2-8-51.

WPTF Raleigh, N. C.—Granted mod. CP for extension of completion date to 5-1-51.

Philco Corp., Philadelphia—Granted license for new experimental TV station KG2XCV; 6875-6900 mc.

KMTR Radio Corp., Los Angeles—Granted license for new experimental TV relays KA-6944, KA-6128.

WKSU-FM Kent, Ohio—Granted license new noncommercial educational FM station; 88.1 mcs; 10 w.

Bogalusa Bcstg. Co., Bogalusa, La.—Granted license for new remote pickup KA-5888.

Radio Station KFH Co., Wichita, Kan.—Granted CPs and licenses for new remote pickups KAB-773, KA-7755-6.

Aluminum Cities Bcstg. Co., Marysville, Tenn.—Granted CP and license for new remote pickup KA-7753.

Leonard A. Versluis, Grand Rapids, Mich.—Granted CPs new remote pickups KQB-745, KA-7754.

Lake Bcstg. Co. Inc., Gary, Ind.—Granted CP new remote pickup KA-7751.

The Snowy Range Bcstg. Co. Inc., Laramie, Wyo.—Granted CP for new

(Continued on page 76)

NLRB ON SAG

Hearings Begin Oct. 2

NATIONAL LABOR Relations Board (Los Angeles) hearing on Screen Actors Guild request for election and certification of Guild's existing status as exclusive collective bargaining representative of motion picture actors employed by producers in Southern California area has been called for Wednesday (Oct. 25), it was announced last week by SAG. One hundred and twenty-one producers are listed in the petition. Daniel J. Harrington, NLRB officer, will preside. William Berger, SAG legal counsel, will present Guild's case.

Similar petition was filed by the Guild in New York several weeks ago in an effort to certify itself as bargaining representative of motion picture actors employed by group of New York producers. Informal conference was held on the latter petition Oct. 17 in NLRB New York offices, but no formal hearing is scheduled as yet for it.

Following completion of Los Angeles hearing, transcript will be sent to NLRB headquarters in Washington, D. C., where decision will be made as to whether actors in motion pictures however exhibited should be represented by one or two unions. In either case, unless Television Authority, the other union seeking jurisdiction over TV actors, withdraws its case, election will be held to determine choice of actors of bargaining representative.

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Help Wanted

Managerial

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Salesmen

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum competition. Box 715G, BROADCASTING.

Wanted, solid, experienced, time salesman for long established ABC Minnesota station in single station market. Top Conlan. Salary and percentage. Box 746G, BROADCASTING.

Salesman, Transit Radio affiliate north central area. Salary plus commission. Advancement opportunity right man. Box 751G, BROADCASTING.

1000 watt NBC station in excellent market; 15% commission against substantial draw. Box 780G, BROADCASTING.

Successful salesman looking for opportunity to increase earnings. Prefer one experienced in south. Include particulars first letter. KENT, Shreveport, Louisiana.

Effective small market salesman, some announcing. KONP, Port Angeles, Washington.

Wanted: Experienced time salesman to work local accounts. Three-year-old newspaper affiliated station going full-time shortly. Want permanent man who will have chance at commercial manager job. Good salary, plus incentive. Give complete details. Radio Station KTBB, Tyler, Texas.

Advertising salesman, include references and snapshot in letter of application to KVOC, Casper, Wyoming.

CBS station in major market of 250,000 desires experienced capable salesman. Send full and complete details in first letter to WQUA, Moline, Illinois.

Announcers

Announcer-engineer, top quality experience announcers. Box 724G, BROADCASTING.

Western disc jockey able to produce morning personality show, inexperienced do not apply. Box 776G, BROADCASTING.

Announcer-engineer wanted. Engineering ability unimportant. Some typewriting. KJBC, Midland, Texas.

Experienced announcer-board operator for general announcing and emceeing. Prefer hard working, draft exempt man. Send full particulars, plus expected salary. KJCK, Junction City, Kansas.

Wanted-Announcer, immediately. Some experience, congenial staff, chance for advancement, personal interview preferred. Contact Dick Sutter, WCRA, Effingham, Illinois.

Morning DJ personality. Permanent. Send data and disc. NBC in Palm Beach County. WEAT, Lake Worth, Florida.

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Immediate: A man for sports and staff work, some play-by-play, prefer some experience. Send disc, family, Army status, salary requirements. Dave Kane, WLAU, Laurel, Miss.

Combination announcer-engineer, first class ticket. Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Help Wanted (Cont'd)

All-round announcer, at least two years experience. Must be good DJ who knows how to sell with his voice and build audience. Good opportunity in 1 kw daytime independent. WOKZ, Alton, Illinois. Position open now, send all details, disc, photo and when you can come for personal interview to Harold Fitzgerald, Manager, WOKZ, Alton, Illinois. In Chicago area interview may be arranged through Edward A. Wheeler, WEAW, Evanston, Illinois.

Immediate opening announcer with ticket. $50 for 40 hours start. WSMI, Litchfield, Illinois.

Wanted: Announcer, south Georgia independent wants experienced announcer, one who can write copy. Write or call WVOP, Vidalia, Georgia. Telephone 327.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination man or straight engineer interested some sales work. Good salary, station, city. Box 680G, BROADCASTING.

Electronic engineers. Graduates with broadcast experience preferred for development and field work with good future. Send resume, photo, advise salary desired and availability. Box 718G, BROADCASTING.

Wanted: Engineer; prefer combination engineer-announcer. 250 watt middle-east network affiliate. Rush references, full information. Box 767G, BROADCASTING.

First phone man with announcing ability. Car essential. WARL, Box 391, Arlington, Virginia.

First phone engineer, single, with car, no experience necessary. Contact Chief Engineer, WASA, Havre de Grace, Maryland.

Transmitter operator. No experience necessary. Good working conditions. Conveniently located. Write for details. Chief Engineer, Radio Station WCNC, Elizabeth City, North Carolina.

Immediate opening for transmitter engineer with first class ticket. Bachelor quarters available. WJTN, AM and FM, Jamestown, New York.

Engineer-announcer, combination for Mutual affiliate. Must have 1st class FCC ticket. Must be good announcer. Must have car. Send transcription, snapshot, salary requirements, age, draft status and background immediately to John M. Spottswood, WKWF, Key West, Florida.

Engineer with first phone. No experience necessary. WLPM, Suffolk, Virginia.

Production-Programming, others

Young man or young lady to take over writing, copy work at successful, progressive southern station. Box 679G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 714G, BROADCASTING.

Program director-announcer for new 250 watt daytimer in Pennsylvania small market. Send full details including disc, photo and salary required in first reply. Box 769G, BROADCASTING.

Help Wanted (Cont'd)

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Commercial copywriter. One man department. No announcing, program copy or other work. Send background outline and copy samples. Offer will be based on present earnings. Contact Dave Taylor, WFRL, Freeport, Illinois.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State age, salary desired, experience and photo. Radio station WJXN, Box 786, Jackson, Mississippi.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

Manager. Record of 14 years successful management small stations, desires to locate in south or west. Box 699G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Extensive experience independent and network affiliates. Proven efficient low budget operator. Box 700G, BROADCASTING.

Prestige paves the way to bigger profits. Three years specialization in civic cooperation. Ten years experience in competitive markets. Seasoned executive with background of announcing, programming, selling and managing. No military status. Permanent offers only with reasonable starting salary. For details and references, send full information on position available to Box 761G, BROADCASTING.

Sales manager who in the past 17 years has personally sold millions of dollars in local time, seeks job as commercial manager of substantial southern station, or as manager of smaller outlet. 45 years of age. Married, two children. Florida or Gulf Coast preferred. Will go anywhere. Complete references available. Box 779G, BROADCASTING.

Salesmen

Salesman—Extensive background includes announcing, copy, programming, production, selling. Desire permanent opportunity in good station, friendly community. Box 667G, BROADCASTING.

Announcers

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Announcer. DJ news four years experience. Employed only indie serving metropolitan area of 500,000. Disc available. Box 665G, BROADCASTING.

Job wanted as disc jockey. Special kind of show, "Latin American Show." Age 22. Single, New York experience, will travel. Box 709G, BROADCASTING.

Announcer. Single, 26. Medically discharged veteran. Metropolitan 5 kw experience. College education. Sober, industrious staff man. References, disc, photo on request. Box 721G, BROADCASTING.

Announcer-disc jockey. Two years experience, draft exempt, single, relaxed style, east. Can write, produce, program. Box 723G, BROADCASTING.

Situations Wanted (Cont'd)

Five years experienced announcer, now employed, seeks position in midwest with progressive station which offers future. Can punch commercials, authoritative newscasts, exciting play-by-play football, basketball and baseball. Would like a chance as PD. Age 28. Married. No prima donna. Just a regular guy. Box 741G, BROADCASTING.

Experienced, combination announcer, 1st class phone engineer-writer. Veteran, married, 24. Disc will prove ability. Box 742G, BROADCASTING.

Top sports announcer. Available start basketball season. 5 years experience college football, basketball, class A baseball. University graduate. Married. Favorable draft status. Air check discs available. Would like to learn sales. Box 744G, BROADCASTING.

Announcer-newscaster currently employed by major network looking for spot outside New York City. Highest references and public record. Young, congenial, organization minded. Dependable. Family man. Knows programming, traffic, continuity. Excellent appearance. Work under contract or straight salary plus talent guaranteeing reasonable, minimum income for family of five. Open all offers for confidential exchange letters, etc. Box 749G, BROADCASTING.

Experienced versatile announcer. Specialty sports, DJ and audience participating programs. Complete details upon request. Box 747G, BROADCASTING.

Disc jockey, 33, friendly yet mature in voice and ideas. Proven ability to sell commercials and build audiences. Authoritative news delivery. Box 749G, BROADCASTING.

Announcer, 2½ years experience. Music director, ayem, sports, news, disc. Versatile. Prefer night or AM disc, but need location to get married. Vet. Box 750G, BROADCASTING.

Experienced announcer, single veteran, 24. Non reservist. Twelve months experience, DJ, news and sports programs, general staff. Excellent reasons for desiring change. Available usual notice, anywhere. Morning shift desired but not necessary. Tape, best references available. All replys answered. Box 754G, BROADCASTING.

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Announcer-salesman, early bird or midnite show. Proven sales record. Excellent references. Over draft, veteran. Box 757G, BROADCASTING.

Draft exempt vet, have experience on small Chicago AM-FM, some TV. Strong, friendly voice. DJ, news, commercials, know board. Will travel. Tape and photo on request. Box 762G, BROADCASTING.

Announcer. Over two years varied experience in all types of staff assignments. Specialize in musical programs, pop and classical; newscasting and interviewing. Familiar with control operations. Will reply to all inquiries. Box 764G, BROADCASTING.

Announcer-engineer, over four years experience seeks position Carolinas or Virginia. Sober, reliable, congenial, qualified. Well rounded experience. Car. Box 768G, BROADCASTING.

Sports announcer, 4 years experience junior college and high school football, basketball, track. 1 season class "A" baseball. 4 years Golden Gloves. Also good news and DJ. Veteran, 26, single. Air checks available. Minimum $80 plus talent. Available for basketball season. Box 770G, BROADCASTING.

Experienced announcer, news, emcee, commercial copy, drama, etc. College graduate. At present free lancing in large midwest city. Desire net affiliate staff job in metropolitan area. Will go anywhere with right deal. Best references. Available now. Box 771G, BROADCASTING.

Announcer - control board operator. Knowledge all phases broadcasting. Thoroughly trained with top references. Ambitious, single, dependable. Moderate experience. Disc, resume available. Box 772G, BROADCASTING.

Announcer, control board operator. Sober, reliable, light experience, willing settle small community, single, draft exempt, disc, resume available air mail. Box 773G, BROADCASTING.

Announcer, writer, veteran. Not in reserves. Excellent news style, some editing. Have thorough knowledge of jazz and popular music. Have program ideas that are certain pull for any station. Have done radio writing, college background. I am looking for hard work and a future. Box 774G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, young, capable, conscientious, two years acting-announcing radio-television. N. Y. Desires morning position announcing, acting or production in or around N. Y. (commuting distance). Box 777G, BROADCASTING.

Experienced news and sports announcer. Interested in small station outside of NY, also knowledge of control board. Free to travel. Box 778G, BROADCASTING.

Announcer-writer, 30, able, experienced; voice that sells, copy that clicks. Wants position with west coast station with vigourous commercial policy. For complete background, references, etc., write Box 782G, BROADCASTING.

Sports announcer presently employed desires change. Experience major sports. $65. Best references. Available end football season. 4 years staff experience. Box 783G, BROADCASTING.

Expert baseball and wrestling announcer. Do fine job on all major sports. I will accept nothing but a first class position with a topnotch station. Others need not answer. Box 784G, BROADCASTING.

Announcer-Ten year man. Four years on Penn game broadcasts. 20% Philadelphia audience on newscast for one year. Complete experience, draft exempt. Available about November 1. Box 785G, BROADCASTING.

Announcer, control board operator, continuity writer, thirty, married, conscientious, familiar all phases control board operation. Limited experience, willing settle small community, disc and resume available. Kenneth Caruso, 302 Midland Avenue, Garfield, New Jersey.

Announcer: Good on news and disc shows. Well grounded every phase broadcasting. Dependable, sober, hard worker. John Hewling, 1201½ Cabrillo Ave., Venice, Calif. Exbrook 9-2254.

Announcer, 3 years experience. Married, child, personable, draft exempt. Best references. Will start at $55. Will travel. Please write, wire for disc and further information. Any and all offers considered. Leo Maller, 122-41 133 Ave., South Ozone Park, N. Y.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 670G, BROADCASTING.

Operator-announcer, dependable, industrious, college graduate, no local accent. 2½ years in small eastern station wants to locate in the west. Box 671G, BROADCASTING.

Transmitter operator, reliable, capable, 3½ years experience in 250 watter, wants position in a larger station. Will go anywhere. Box 672G, BROADCASTING.

First phone operator. Now employed, present position three years. Not announcer. Veteran, married, age 32. Seeking permanent position. Box 763G, BROADCASTING.

Engineer-announcer, two years experience. Prefer Texas. Box 765G, BROADCASTING.

Young man, single, 1st class phone. Leading school graduate. Will travel, disc, references available. Box 775G, BROADCASTING.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Broadcast position wanted: Ex Merchant Marine operator. Hold first phone and telegraph license. Ambitious and willing. Have car. Prefer northeast. Maurice Lindenaux, 1037 Ogden Ave., N. Y. C.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

First phone license. Age 24, TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17 St., Bklyn 29, N. Y.

First phone, experienced transmitter operator. Want permanent job. James Turner, 6609 Ave. T, Brooklyn, N. Y.

Production-Programming, others

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Chief qualifications: honesty, industriousness, accuracy. Experienced, veteran, married. Highest references. Desire far west location. Box 731G, BROADCASTING.

Program director-production manager. Good administrator. Top quality announcer, creative thinker. 27, draft proof. Available immediately. Box 749G, BROADCASTING.

Program director, experienced successful station manager, excellent references. Available immediately. Box 756G, BROADCASTING.

Hard working executive. Sixteen year solid AM background ranges from programming 250 watter to major network as air personality and back to small station by personal choice. Now programming high Hooperated MBS affiliate. Strong on local programs. Saleable ideas. General supervisory work. Smooth temperament. Team man. Forty-two. Excellent health. Married. Temperate habits. Community minded. Active churchman. Deeply devoted to American system of free enterprise. Only strong position considered. If you have no immediate opening for man of excellent qualifications and capabilities, clip and save this ad against possible future need. Looking for right position in community where I can sink my roots permanently. Hence, will wait for right spot. Box 758G, BROADCASTING.

Continuity writer, women's commentator, experienced. College graduate. Single, 23, industrious. Prefer northeast. References, disc and sample copy on request. Box 759G, BROADCASTING.

Woman's editor and continuity writer, 25, single. Three years varied experience, copy, broadcasting, scripting network food program. University journalism graduate. Disc, samples, photo available immediately. Box 781G, BROADCASTING.

Television

Production-Programming, others

Television writer-engineer, 1st class phone. Experienced in studio, production work. Camera, control room, etc. AM and TV air credits. Member RWG. Box 743G, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

Best offer RCA BTF 250A FM transmitter perfect working order with complete spares. Cheap. Box 753G, BROADCASTING.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

Brush tape recorder model BK 403 excellent condition, original cost $375, will sell for $135.00. Box 766G, BROADCASTING.

Used Presto model Y-4 recorder in new condition. Excellent buy for radio station needing disc recorder. O. M. Hoff, KGCX, Sidney, Montana.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

For sale: Gates 46-A antenna tuning unit complete with 3 section tower lighting filter, diode rectifier unit and remote meter. Rated at 1 kw modulated. Used three years, station now fulltime. Make offer, write or call Chief Engineer, WNAM, Neenah, Wis. 2-1062.

Situations Wanted (Cont'd)

Tubes, GL-7C29's, two new, two slightly used. $175 for lot COD. Reply Box 136, Beckley, W. Va.

For sale, RCA 1 kw FM transmitter, 2 section Pylon and 106 ft. Truscon tower with 200 feet 7/8 inch Andrew co-ax. Make offer to Charles Hoeffer, Aurora Beacon News, Aurora, Illinois.

For sale, like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B; General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of eight shunt-fed radiating loops with heaters for de-icing, elbows, expansion joints, air intake and mounting brackets. Overall antenna power gain 8.3, VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 340 feet of 3 1/8 inch co-ax (Andrew Company). Make offer to Kankakee Daily Journal Company, Kankakee, Illinois.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

One Western Electric type 451-A1 250 watt AM transmitter with 3 sets of tubes and crystals for 1450 kc. United Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.

Wanted: Used 5000 watt AM transmitter. State condition and price in first letter. Al Tedesco, WKLK, Cloquet, Minnesota.

Help Wanted

Salesmen

E C L, Corp.

Established producers of outstanding low cost TV film commercials & syndicated series needs resident NY & Chi. agents. Full commissions. Write details to ECL Corp., 10 S. Carroll, Madison 3, Wis.

Announcers

WSTA, St. Thomas, Virgin Islands

needs a combination man with first phone; emphasis announcing. Won't get-rich-quick during initial stages; but the right man will find opportunity in this year-round resort area comparable to that afforded in States. Disc, photograph, salary requirements, first letter please.

Help Wanted (Cont'd)

Technical

Excellent opportunity for experienced combo engineer-announcer. First class license necessary. 40 hour week, $60.00, plus talent, to start. Send disc, photo and background material to **WMTW, Portland, Maine.**

Situations Wanted

Managerial

Available soon:

22 years of radio—including five years of station management. I can set a profitable budget and make it stick. Write Box 752G, BROADCASTING.

For Sale

Equipment, etc.

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

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J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

FOR SALE

MAJOR NETWORK AFFILIATE IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets.

TV application on file, all preliminary engineering and legal fees underwritten. Physical plant has been geared toward consolidated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go operation.

An Opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 740G, BROADCASTING

PUBLIC MORALE

Wright Calls on Radio

PUBLIC MORALE is the broadcasters' bailiwick in the event of disaster, according to Ralph Wright, assistant area planning director of the California Disaster Council. Mr. Wright, along with other state, federal, county, city and industrial executives, spoke at a recent Southern California Broadcasters Assn. meeting in Hollywood.

Speakers included Merle Jones, manager, Columbia Pacific Network and KNX Hollywood; Donn B. Tatum, president, California State Broadcasters Assn. and vice president-legal counsel of Don Lee network; Arthur Hohmann, head of Bureau of Internal Affairs, Los Angeles Police Dept. Mr. Jones is a Southern California member of the Utilities Advisory Committee of the disaster council.

Mr. Tatum said SCBA and the networks have given formal assurance that broadcasting facilities are at the disposal of the governor to meet any emergency and invited individual stations to give similar assurances. He reminded, however, that although broadcasting—"in its communications aspect"—is at the disposal of the government in time of disaster, it must retain all traditional rights of freedom of speech. Named advisors to UAC's communications sub-committee were Mr. Tatum and Robert J. McAndrews, SCBA manager.

Retail Sales Index

CANADIAN RETAIL SALES INDEX 1950-51. Toronto: R. G. Lewis & Co. 40 pp. $5.

FIRST edition of this large format book gives retail sales in 20 categories for each Canadian county, subdivision and main cities, with figures based on government estimated 1949 retail sales and corrected population figures based on the 1941 census and 1949 Bureau of Broadcast Measurement radio homes. Also given for each county, city and subdivision, are population, households, percent radio and radio homes. Sum total of retail sales estimates for 1949 total $7,735,776,000, according to this book.

SIGNIFYING radio's good will, WGBI Scranton, Pa., turns over its old building to Electric City Amateur Radio Club for use as headquarters. Marking the memorial presentation—the building is called "The Frank Megargee Memorial Station" in honor of WGBI's founder—are (l to r) Madge Megargee, WGBI vice president; Chester Kaufman, vice president of the club; Mrs. M. E. Megargee, WGBI president; John Foy, club's president; Mrs. F. O. Megargee, mother of the late founder, and Kenneth Cooke, WGBI chief engineer. Station now is housed at a new site.

HONOR RICHARDS

Vets Cite Stations Owner

DUAL honors were conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, in Los Angeles Oct. 12 when newly elected National Commander Erle Cooke Jr. of the American Legion, and Boniface Maille, national commander of the Disabled American Veterans, presented him with citations for distinguished service rendered to veterans by the three stations.

This marks the 10th time within the past 16 months that Mr. Richards or his stations have been cited for distinguished service to veterans groups.

KIRO Seattle inaugurating program aimed at getting all potential voters to register, calling attention to candidates in various districts and airing commentaries on issues.

Native Returns

BRITISH version of *Twenty Questions*—a series of 26 commercial half-hours—will be recorded by Stew McPherson, former British radio star who joined WCCO Minneapolis in January. Recordings will be made by BBC in London Nov. 27-Dec. 10 for use over Radio Luxembourg. Program hit its peak in England where Mr. McPherson served as m.c. for three years. During his absence, the WCCO star's shows will be broadcast via transcription.

CANADA RATINGS

U. S. Shows Lead September

FOR THE FIRST month of fall listening in Canada, the 10 leading evening programs were all, except one, of United States origin. September national ratings released by Elliott-Haynes Ltd., Toronto, show in the lead *Lux Radio Theatre*, with rating 24.7, followed by *Our Miss Brooks* 20.7, *Pause That Refreshes* 16, *Twenty Questions* 16, *Mystery Theatre* 14.6, *Beulah* 14.3, *My Favorite Husband* 14.2, *Fun Parade* (Canadian program) 14.1, *Aldrich Family* 13.6, and *Club 15* 13.1. Leading Daytime September programs were *Ma Perkins* 13.9, *Big Sister* 12.8, *Right to Happiness* 12.6, *Pepper Young's Family* 12.6, and *Life Can Be Beautiful* 10.5.

Five leading French-language evening programs in September were *Un Homme et Son Peche* 35.3, *Metropole* 29.7, *Radio Carabin* 28, *La Course au Tresor* 26.5, and *Tentez Votre Chance* 20.2. Leading French-language daytime shows were *Jeunesse Doree* 24.4, *Rue Principale* 24, *Quelles Nouvelles* 18.4, *Les Joyeux Troubadours* 18.3, and *Maman Jeanne* 18.1.

4A SESSIONS

Two-Day N.Y. Agenda S...

PANEL discussions on the role of advertising agencies in production of radio and television programs and commercials and exploration of research principles in testing both media will highlight media sessions of the 19... Eastern Annual Conference of the American Assn. of Advertising Agencies in New York Oct. 31-Nov. 1.

More than 1,000 agency representatives are expected to attend meetings, to be held at the Hotel Roosevelt, on the general theme "Advertising During an Emergency Period." The New York, New England and Atlantic councils will be represented.

Myron P. Kirk, Kudner Agency Inc., will preside as chairman over the Oct. 31 afternoon session on TV programs and commercials. Other panel members comprise Leonard Bush, Compton Advertising; William Chalmers, Kenyon & Eckhardt; Nicholas Keeseley, Lennen & Mitchell; Arthur Pryor, BBDO, and Wilson Tuttle, Ruthrauff & Ryan.

Herta Herzog, McCann-Erickson, will delve into "Some Principles in Radio and TV Testing" during the research meeting, which also is to include talks on readership measurements. Sherman Dodge, Foote, Cone & Belding, will preside over the panels, one of three to be held concurrently that morning. Others are creative and mechanical production.

Media meeting the following day will lead off with a panel discussion of radio-TV timebuying, headed by Linnea Nelson, J. Walter Thompson Co. Assisting her will be Elizabeth Black, Joseph Katz Co.; George C. Castleman, Bermingham, Castleman & Pierce; R. H. Crooker, Campbell-Ewald; George Kern, Benton & Bowles.

Main event of the conference will be a Town Meeting Nov. 1 for agency personnel led by J. Davis Danforth, BBDO, chairman of the AAAA New York Council and general conference chairman. Fairfax M. Cone, chairman of the AAAA board of directors, will speak on "Copy—Still Our No. 1 Job." An address on "Your Future in Advertising" by AAAA President Frederic R. Gamble and panel discussion of current agency problems will round out the concluding session.

Canada Set Sales

SALES of radio receivers in Canada for the first eight months of 1950 totalled 403,675 sets valued at $29,310,786, according to the Radio Mfrs. Assn. of Canada. In the same period of 1949 a total of 395,945 sets was sold. There was no breakdown given as to how many TV sets were sold in the period.

Midwest

$37,500.00

Very successful daytime operation located in an excellent industrial, farming college market. Only station in a growing city that has been operated quite profitably without the benefit of resident ownership.

Eastern

$100,000.00

An outstanding fulltime independent operation located in an important eastern market within 200 miles of New York City. This facility is very well equipped, has shown constant progress and reasonable profits. Excellent opportunity for further development and profits.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Fuel for BAB

(Continued from page 19)

able for the post because it would conflict with the interests of certain of his clients, which include General Mills, Westinghouse, McGraw-Hill.

Mr. Kobak, who issued the statement upon query from BROADCASTING, was slated to assume the directorship temporarily before it became known that appointment of a president would not be necessary to conform with New York State's corporation laws. It was decided that the bureau need list only the incorporators, so the issue was dropped.

It was learned, also, that the NAB BAB group tried to draft Mr. Swezey for the post, but that he was "unavailable." Reason given was that Mr. Swezey felt he would be unable to leave WDSU at this time because Edgar B. Stern Jr., president of WDSU Broadcasting Service, had been called to active duty.

The name of Paul W. Kesten, former executive vice president of CBS, also cropped up in draft discussion, it was understood. Mr. Kesten, now retired, reportedly was interested but unavailable, though it was believed that he might consent to serve as an advisor.

Legal Steps Taken

Completion of all necessary steps for organization of BAB as a membership corporation under New York State laws was announced by Mr. Swezey last Wednesday. The new corporation will be known as Broadcast Advertising Bureau Inc. and maintain principal offices at 270 Park Ave., New York, present BAB headquarters.

"The membership form was adopted," Mr. Swezey said, "because it was regarded as the most applicable in the circumstances and would not involve the issuance of stock and other complications inherent in the standard stock corporation."

Attending the two-day meeting were Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen B. Woodall, WDAK Columbus, Ga.; and Messrs. Swezey and Kobak. They comprise the NAB BAB group which last summer began mapping plans for the super-BAB project after the NAB board gave approval in June for full separation by April 1952.

Committee members, headed by Mr. Swezey, have presented the BAB program, envisioning continuance of present sales services, to broadcasters assembled for 14 of the 17 scheduled NAB district meetings. All unanimously endorsed the proposal which would promote aural broadcasting as feverishly as projects maintained by other advertising media. Other districts are expected to follow suit in late October and early November.

Still hanging in the air is the extent to which television will be pushed by the super-broadcast bureau. This question doubtless will be pursued when BAB meets to weigh its operational structure, etc. For the present, however, it was known that the TV services would be retained.

Initial Fund

The new independent operation will be staked to an initial $200,000 fund, according to NAB board hopes, when BAB embarks on its interim or semi-autonomous course next spring. By April 1, 1952, the bureau will be on its own, without benefit of a 30% share of all NAB members' dues. NAB members who elect to remain outside the BAB fold will receive a 30% discount in fees [BROADCASTING, Aug. 14]. BAB's ultimate goal is a $1 million operation.

Expansion of its present skeleton crew, now limited to assistant directors Lee Hart and Meg Zahrt, and plans for bringing in memberships from network, station, transcription, radio station representative and other groups with a stake in radio advertising will be discussed at the BAB Washington session.

BAB's dues structure, as proposed originally by Mr. Swezey's committee, also will draw attentive consideration. As it stands now, non-NAB stations would be asked to pay a monthly fee equal to half the highest hourly published rate prior to April 1, 1952. Later, this rate would apply to all BAB members.

Fee schedule for miscellaneous industry groups and networks also are in the blueprint stage, with distinctions likely to be drawn between parent networks and their O&O stations.

WOR's Day to Shine

CIVIC honors for Theodore C. Streibert, president of WOR New York, and John B. Gambling, announcer for WOR, will be proclaimed in two cities on Oct. 19. Mr. Streibert will be made an honorary deputy sheriff by the city of New York during WOR's "Western Week Celebration," while Mr. Gambling receives the key to the city of Reading, Pa., which is celebrating "John B. Gambling Day."

Hurricane

(Continued from page 21)

erage and warning service through Tuesday, but was unable to sign on Wednesday because of power failure. Broadcasts were resumed Thursday at noon when lines were repaired. WTTT Coral Gables lost its 210-ft. tower to the gales. The tower had been built to withstand 200-mile-an-hour winds but collapsed at 11:30 p.m. at the height of the storm.

Two transmitter towers on Cameo Island belonging to WIOD Miami bowed to the wind at 11:50 p.m., during the time when gusts were reported at 125 miles per hour. M. C. Scott, WIOD chief engineer, had the station back on the air at 1:40 a.m. Wednesday. The station was on the air all night Monday when the hurricane was first reported over Cuba, giving weather reports and other vital information every half-hour.

On Air 41 Hours

On the air for 41 consecutive hours, WIRA Fort Pierce broadcast advisories every half-hour and acted as Red Cross communications center for St. Lucie, Indian River and Martin Counties. Storm advisories were broadcast direct from the Miami weather bureau via shortwave station W4JIP set up by the Florida Assn. of Broadcasters, through the efforts of John Prosser, WKAT Miami. WKAT lost its tower and was still silent 12 hours after the storm.

In an unprecedented telecast, WTVJ (TV) Miami in cooperation with the U. S. Navy was able to give its viewers a "look" at the hurricane seven hours before the eye of the storm swept over that city. The scenes were shot by the Navy's "Hurricane Hunters" when the storm was still approximately 100 miles from the mainland. One of the shots showed the actual storm on a radar screen.

A remote chain set-up on the roof of the Everglades Hotel on Biscayne Bay brought scenes of the growing intensity of the storm in downtown Miami to the TV screen. Allen Marshall, of the Miami weather station, appeared on the Ralph Renick news show to plot the course of the hurricane's path on a huge map of the area. Appeals were made hourly asking the public to stay indoors. WTVJ's three-bay antenna, 306-ft. above the street, gallantly rode out the storm.

In Fort Lauderdale, daytime station WBRD stayed on the air around the clock at the request of the Red Cross disaster chairman. The station's staff of six was augmented by local reporters. WBRD tracked the storm from the first reports in the Caribbean to Key West with a direct broadcast from WKWF Key West. Roger Sherman was on the air at 3 a.m. Wednesday to give a description of havoc wrought by a tornado within the hurricane in West Hollywood.

Myer Names Katz

MYER 1890 Beverage Co. Inc. has appointed Joseph Katz Co., New York, as its agency to handle advertising for its full line of fruit beverages, club soda and pale dry ginger ale. The firm is buying spots on *The Eleanor Roosevelt Show*, WNBC New York, 12:30-1:15 p.m., Mon.-Fri., and is considering the use of TV in local areas.

FCC Actions

(Continued from page 70)

Decisions Cont.:

remote pickup broadcast station KA-7582 under STA.

Lead Belt Bcstg. Co., Flat River, Mo.—Granted CP for new remote pickup broadcast station KA-7752.

Following were granted mod. CPs for extension of completion dates as shown: KIB-41 Columbus, Ga. to 12-1-51; KFMB-TV San Diego, Calif. to 5-1-51; WTTV Bloomington, Ind. to 4-15-51.

Zenith Radio Corp., Chicago—Granted request for 30-day deferment in start of 90-day "Phonevision" tests which had been scheduled to commence Oct. 1, 1950; tests now are scheduled to begin on Nov. 1, 1950, and run through Jan. 29, 1951. (See story this issue).

October 17 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WKXY Sarasota, Fla.—CP AM station to change from 1540 kc 1 kw D to 1400 kc 250 w unl.

License for CP

License for CP new AM station: WTAQ La Grange, Ill.; KRIZ Phoenix, Ariz.; WARA Attleboro, Mass.

Modification of CP

Mod. CP AM station to increase power, change frequency etc. for extension of completion date: KLIX Twin Falls, Ida.; WWBZ Vineland, N. J.

KOOK Billings, Mont.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WRXO Roxboro, N. C.; KELA Chehalis, Wash.

License for CP

WLIV Providence, R. I.—License for CP new FM station.

Modification of CP

WFMB Mayodan, N. C.—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

License Renewal

WGIG Brunswick, Ga.—RETURNED request for license renewal AM station.

License for CP

WGNR New Rochelle, N. Y.—RETURNED license for CP new AM station.

October 18 Decisions . . .

ACTION ON MOTIONS

By Commissioner Frieda B. Hennock

Bunker Hilli Bcstg. Co., Boston, Mass. Granted request to dismiss without prejudice application for FM CP.

WMFJ Daytona Beach, Fla.—Denied a continuance of hearing in proceeding upon application from Nov. 13, until considerations of Third NARBA conference are resolved and reduced to treaty.

Louis Wasmer, Pasco, Wash.—Granted dismissal with prejudice of application.

KALE Richland, Wash. — Removed from hearing docket application of KALE.

Bay State Bcstg. Co., and WALE Fall River, Mass.—Denied petition of Bay State for dismissal without prejudice of application; granted petition of WALE requesting application of Bay State Bcstg. Co. be dismissed with prejudice; said application of Bay State dismissed with prejudice.

Labor's League for Political Education—Granted request to accept late statement of views filed in matter of Amendment to Subpart C of Part 3 of Commission's Rules and Regulations to add new section pertaining to broadcasts by candidates for public office.

By Commissioner Geo. E. Sterling

FCC General Counsel—Granted extension of time to Nov. 1, in which to file Proposed Findings of Fact in matter of Revocation of License of Station KFTM Fort Morgan, Col.

By Examiner Elizabeth C. Smith

WALE Fall River, Mass.—Granted leave to amend application in order to supply Commission with information inadvertently omitted from application, with reference to interests of two of stockholders in other radio stations.

KSMI Wewoka, Okla.—Granted leave to amend application in order to specify changes in both day and night DA systems, purporting to eliminate engineering conflicts with the proposed operation of KWHK Bcstg. Co. Inc., Hutchinson, Kan., and also with KHBG Okmulgee, Okla. and for removal of application, as amended, from hearing docket.

WSAT Salisbury, N. C.—Granted indefinite continuance of hearing, now scheduled to commence on Oct. 27, in proceeding re application; hearing continued to date to be fixed by subsequent order.

By Examiner Elizabeth C. Smith

WALE and Bay State Bcstg. Co., Fall River, Mass., and WICH Norwich, Conn.—Ordered that further hearing in this proceeding be set for Oct. 19 in Washington, D. C.

By Examiner Jack P. Blume

FCC Chief Common Carrier Bureau—Granted petition requesting that the transcript of testimony in proceeding re application of Twin City Radio Dispatch Inc., St. Paul, Minn., be corrected in various respects indicated in petition.

By Examiner J. D. Bond

WTAD Quincy, Ill.—Granted motion for continuance of hearing in proceeding re application and that of The Poplar Bluff Bcstg. Co., Poplar Bluff, Mo. from Oct. 24, to Dec. 19 at Washington, D. C.

KGBS Harlingen, Tex.—Pursuant to provisions of Rules 1.847 and 1.848, ordered that Volume 7 of transcript of testimony in this proceeding be corrected so as to incorporate therein 110 changes.

By Examiner Fanney N. Litvin

KSPA Santa Paula, Calif.—Granted acceptance by Commission of late appearance in proceeding re application.

October 18 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KSTN Stockton, Calif.; KVON Napa, Calif.

License for CP

WLAP Lexington, Ky.—License for CP to increase power, change frequency etc. AM station.

License Renewal

Request for license renewal FM station: WMAL-FM Washington, D. C.; WDET-FM Detroit, Mich.; WPIT-FM Pittsburgh, Pa.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: KLAC-TV Los Angeles to 5-1-51; WOI-TV Ames, Ia. to 5-15-51.

TV—(54-60 mc)

WJBK-TV Detroit—CP new commercial TV station to change ERP from 16.5 kw vis. 8.3 kw aur. to 100 kw vis. 50 kw aur., ant. 927 ft. Change classification from Metropolitan to Rural.

October 19 Decisions . . .

Renewals Granted

Following stations granted renewal of licenses for period ending Nov. 1, 1953: KFDA Amarillo, Tex.; KPLC Lake Charles, La.; KSO Des Moines; KSPO Spokane; KVLH Pauls Valley, Okla.; KYOS Merced, Calif.; WDEF Chattanooga; WCFI & aux. Pawtucket, R. I.; WGRD Grand Rapids, Mich.; WHEC & aux. Rochester, N. Y.; WING & aux. Dayton, Ohio; KASI Ames, Ia.; WALA Mobile, Ala.; WBRY Waterbury, Conn.; WLAN Lancaster, Pa.; WLTC Gastonia, N. C.; WMBG & aux. Richmond, Va.; WMRC Greenville, S. C.; WOC Davenport, Ia.; WROK Rockford, Ill.; KGNO Dodge City, Kan.; WAPX Montgomery, Ala.; WBGR Jesup, Ga.; WRMN Elgin, Ill.; WWOD Lynchburg, Va.; KIEM Eureka, Calif.; KRBC Abilene, Tex.; KVGB Great Bend, Kan.; KWK St. Louis; WGEM Quincy, Ill.; WHRV Ann Arbor; WTHI Terre Haute; KFRO Longview, Tex.; WCOA Pensacola; WCOJ Coatesville, Pa.; WDOV Dover, Del.; WEBK Tampa; WFMJ Youngstown, Ohio; WISL Shamokin, Pa.; WTJS Jackson, Tenn.; WMBR & aux. Jacksonville, Fla.; WSFA Montgomery, Ala.; WVJS Owensboro, Ky.; KLO Ogden, Utah; KIMA Yakima, Wash.; WRGA Rome, Ga.; KSUM Fairmont, Minn.; WXLW Indianapolis; WAGO Ft. Worth; KMLB Monroe, La.; WPAB Ponce, P. R.; WBNS & aux. Columbus, Ohio; KRIG Odessa, Tex.; KTSM El Paso, Tex.; KXOA Sacramento; KSBW Salinas, Calif.; KSWO Lawton, Okla.; WDBL Springfield, Tenn.; KUBA Yuba City, Calif.; WWHG Hornell, N. Y.; WHIS Bluefield, W. Va.; KAST Astoria, Ore.; KCBD Lubbock, Tex.; KJCK Junction City, Kan.; KWYO Sheridan, Wyo.; WLAK Lakeland, Fla.; WRBL Columbus, Ga.; WTSP St. Petersburg, Fla.; WFEA & aux. Manchester, N. H.; WKWF Key West; KOTA Rapid City, S. D.; KLPM Minot, N. D.; WHK & aux. Cleveland, Ohio; WISC Madison, Wis.; WFBL & aux. Syracuse, N. Y.; WNAV Annapolis; WCSC Charleston, S. C.; WEOK Poughkeepsie; WAWZ Zarephath, N. J.; WATS Sayre, Pa.; WGBA Columbus, Ga.; WAFB Baton Rouge, La.; KANS Wichita; KAUS Austin, Minn.; WGIV Charlotte, N. C.; WIMS Michigan City, Ind.; WJEL Springfield, Ohio; WKBH La Crosse, Wis.; KCFH Cuero, Tex.; WRDW Augusta, Ga.; WNJA & aux. Newark, N. J.; WSAY Rochester, N. Y.; WIL St. Louis; WTVB Coldwater, Mich.; WBCU Union, S. C.; WHBC & aux. Canton, Ohio; WABB Mobile, Ala.

WKPT Kingsport, Tenn.—Granted renewal of license for regular period.

KELK Elko, Nev.—Same.

WOOK Silver Spring, Md.—Granted temporary extension of license to March 1, 1951.

WXRF Guayama, P. R.—Same.

Operations Suspended

KTED Laguna Beach, Calif.—Granted authority to remain silent for period of 60 days, pending reorganization and refinancing of station.

Extension Granted

WPAB Ponce, P. R.—Granted extension of authority for period of 60 days to operate with power reduced to about 4 kw.

KMLB Monroe, La.—Granted extension of authority for period of 15 days from Oct. 21, to operate night hours with nondirectional ant. and power reduced to 500 w, pending restoration of West tower and submission of sufficient proof array in proper adjustment, together with Forms 302; power to be determined by indirect method.

Following FM stations granted changes in presently authorized facilities:

KOCY-FM Oklahoma City, Okla. — Change ERP from 176 kw to 57 kw.

WMIN-FM St. Paul, Minn.—Change ERP from 90 kw to 46 kw.

WBCC-FM Bethesda, Md. — Change TPO from 460 w to 190 w; ant. from 340 ft. to 320 ft.; cond.

WBGE-FM Atlanta, Ga.—Change ERP from 14.5 kw to 1.85 kw; ant. from 410 ft. to 275 ft.

WGBA-FM Columbus, Ga.—Change ERP from 7.7 kw to 15.5 kw; ant. from 60 ft. to 50 ft.; cond.

WJWL-FM Georgetown, Del.—Change ant. from 500 ft. to 340 ft.; cond.

KFEL-FM Denver, Col.—Change ERP from 8.5 kw to 23.5 kw; ant. from 115 ft. to minus 60 ft.; cond.

WARD-FM Johnstown, Pa.—Change from Class A to Class B station w Chan. 221, (92.1 mc); change ERP fr 11 kw to 80 w; ant. from 580 ft. to ft.; contingent upon Canadian Agr ment in accordance with procedure p vided by Canadian Bi-lateral Agr ment.

WBON Bowling Green, Ky.—Chan ERP from 8.4 kw to 8.5 kw; ant. fr 280 ft. to 190 ft.; cond.

WHMA-FM Anniston, Ala. — Chan ERP from 19 kw to 3.6 kw; ant. fr 730 ft. to 140 ft.; cond.

WELI-FM New Haven, Conn.—Chan from Class A to Class B with Chan. (107.9 mc); ERP from 870 w to 20 k ant. from 100 ft. to 500 ft. continge upon Canadian Agreement in accor ance with procedure provided by Ca dian Bi-lateral Agreement.

WAMS-FM Wilmington, Del.—Chan ant. from 425 ft. to 300 ft.

WIBG-FM Philadelphia—Change ER from 17 kw to 20 kw; ant. from 530 to 355 ft.

WJEJ-FM Hagerstown, Md.—Grant application to increase power of Cla B station to 9.4 kw, Chan. 284, (10 mc); 1,340 ft. ant.

Extension Denied

WILA Woodstock, Ill. — Denied re quest for further extension of time remain silent; ordered licensee to re sume broadcasting immediately, and within 30 days, to forward to Commis sion desired information requested connection with renewal applicatio or, in alternative, submit license f cancellation.

CP to Replace CP

KUGN-FM Eugene, Ore. — Granted new CP to replace expired permit bear ing new expiration date of 90 days.

Requests Denied

Commission denied requests of WAUX-FM Waukesha, Wis.; WOKJ-FM Alton, Ill., and KOKX-FM Keokuk Ia., for waiver of Sec. 3.261 of rules t permit stations to sign off with their respective daytime only stations, and requests of WITH-FM Baltimore, WSLS-FM Roanoke, Va., KFI-FM Los Angeles and WFBC-FM Greenville, S. C., to operate from 5 or 6 p.m. to 11 or 12 p.m.

Application Granted

WFMU Crawfordsville, Ind.—Granted application to change frequency from 102.9 mc to 100.5 mc; and adopted an order amending its Revised Tentative Allocation Plan for Class B FM to change channel allocations as follows: Delete Chan. 275 from Crawfordsville, Ind. and add Chan. 263.

Petition Granted

Adopted an Order granted petition of Ohio State U. requesting that Commission accept late appearance in matter of Amendment of Sec. 3.606 and proposing that Chan. 12 be allocated to Columbus, Ohio and deleted from allocations proposed for Charleston, W. Va. Supporting engineering statement attached to petition was accepted as comment in this proceeding, and interested parties may file oppositions thereto within 10 days from date of order.

October 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WTTS Bloomington, Ind.—License for CP AM station to increase power, install DA etc.

Modification of CP

WLBJ Bowling Green, Ky.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WKYB Paducah, Ky.—Same.

KSOX Harlingen, Tex.—Mod. CP new AM station extension completion date.

License Renewal

WGIG Brunswick, Ga.—Request for license renewal AM station.

WLIV Providence, R. I.—Request for license renewal FM station.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KFXD
Nampa, Idaho **USES**

Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE **Magnecord INC.**
360 N. Michigan Ave.
Chicago 1, Ill.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 19

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,200	2,167	174		272	141
FM Stations	674	510	205	1*	8	6
TV Stations	107	52	57		359	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

WTUX Wilmington, Del. — Adopted decision to deny application of Port Frere Bcstg. Co. Inc. (WTUX) a renewal of license. Commission also issued memorandum opinion and order to deny petition of WTUX to reopen record and for further hearing. Station was afforded 90 days to conclude affairs and cease operation. WTUX operates on 1290 kc, 500 w daytime. See story BROADCASTING Oct. 16. Decision Oct. 12.

INITIAL DECISIONS

WJOC Jamestown, N. Y.—Initial decision issued by Examiner Leo Resnick to grant application of Air Waves Inc. (WJOC), Jamestown, to change from 1470 kc, 1 kw day to 1340 kc, 250 w fulltime. Conditions. Decision Oct. 16.

KRMG Tulsa, Okla.—Initial decision issued by Examiner Leo Resnick to grant application of All-Oklahoma Bcstg. Co. to increase nighttime power of KRMG from 10 kw to 25 kw on 740 kc and make changes in nighttime radiation pattern. Conditions. Decision Oct. 17.

OPINIONS AND ORDERS

WARD Johnstown, Pa. — Adopted memorandum opinion and order to deny petition of Central Bcstg. Co. Inc. (WARD) directed against grant of application of The Tower Realty Co. (WCUM) Cumberland, Md., for increase in power. Order Oct. 12.

Kansas City Bcstg. Co., Kansas City, Mo.; Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Adopted memorandum opinion and order to deny petition of Kansas City Bcstg. Co. and Reorganized Church of Jesus Christ of Latter Day Saints for review of examiner's memorandum opinion and order of Aug. 15. Order Oct. 12.

WJAX-TV Jacksonville, Fla.—Adopted memorandum opinion and order to deny petition of City of Jacksonville requesting reconsideration, rehearing and grant of application for additional time to complete construction of WJAX-TV. Order Oct. 13.

WTMV E. St. Louis, Ill.; Belleville News-Democrat, Belleville, Ill.—Adopted memorandum opinion and order to deny petition of WTMV for reconsideration of Commission's decision June 22 denying its application and granting Belleville News-Democrat application for new station at Belleville, Ill. Order Oct. 13.

Non-Docket Actions . . .

AM GRANTS

New Smyrna Beach, Fla. — Beach Bcstg. Co. granted new station on 1230 kc, 100 w unlimited. Estimated construction cost $8,191. Principals include: J. G. Cobble, chief engineer WJRD Tuscaloosa; James D. King Jr., program director and announcer WJRD; Walter T. Slattery, owner Slattery's Autory. Partners have equal interests. Granted Oct. 6.

Lebanon, Ore. — W. Gordon Allen granted new station on 930 kc, 1 kw day. Estimated construction cost $7,800. Mr. Allen is CP holder for station at Puyallup, Wash. Granted Oct. 6.

Sturgis, Mich. — Southern Michigan Bcstrs. granted new station on 1460 kc, 500 w day. Estimated construction cost $12,800. Principals are Earle H. and Charlene Bronson Munn Jr. Mr. Munn is chief engineer and station director WTVB Coldwater, Mich. Mrs. Munn is office manager of Munn Art Studio (mfg.). Granted Oct. 6.

Centreville, Miss. — Southwestern Bcstg. Co. of Miss. granted new station on 1580 kc, 250 w day. Estimated construction cost $8,227.70. Southwestern Bcstg. is licensee WAPF McComb, Miss., AM outlet. Granted Oct. 6.

FM GRANTS

Lebanon, Ind. — Lebanon Bcstg. Co. granted new Class A FM station Chan. 296 (107.1 mc), 590 w, ant. 85 ft. above average terrain. Granted Oct. 19.

Coldwater, Mich.—Twin Valley Bcstrs. Inc. granted Class A FM station Chan. 252 (98.3 mc), 770 w, ant. 220 ft. above average terrain. Applicant is licensee WTVB Coldwater AM outlet. Granted Oct. 19.

NONCOMMERCIAL FM GRANT

Fort Worth, Tex.—Southwestern Baptist Theological Seminary granted new noncommercial educational FM station Chan. 205 (88.9 mc), ERP 10 w. Granted Oct. 10.

TRANSFER GRANTS

WBCO Bessemer, Ala. — Bessemer Bcstg. Co., granted assignment of license from Jesse E. Lanier, Jack Warden, Crawford J. Bass and Walter G. Pettey Jr., partnership d/b as Bessemer Bcstg. Co. to Bessemer Bcstg. Co. Inc. Principals in new corporation include Mr. Lanier, original partner and president 25%; E. B. Stephens, 50% owner Military Service Co. (general sales agency), secretary-treasurer 25%; O. S. Burke, general law practice, vice president 25%; W. P. Gewin, general law practice, 25%. Messrs. Warden, Bass and Pettey sell their interest for $5,200. WBCO is assigned 250 w fulltime on 1450 kc. Granted Oct. 19.

KSGM Ste. Genevieve, Mo.—Granted acquisition of control of Donze Enterprises Inc., licensee, by Elmer Donze. Elmer and Norbert Donze own Donze Enterprises Inc., which cover radio station KSGM, Gift Shop Jewelers, Donze Appliance Store and Donze Drug Store. Grant gives Norbert full control of jewelry and appliance store for his 869½ sh. in KSGM and Elmer retains drug store and has 99.8% ownership of station. KSGM is assigned 250 w fulltime on 1450 kc. Granted Oct. 6.

WEAT Lake Worth, Fla. — Granted assignment of license from Warren H. Brewster, licensee, to James Robert Meachem for a consideration of $63,000. Mr. Meachem was owner WELM Elmira, N. Y. from 1947 to 1949. Mr. Brewster's other business commitments preclude him from devoting sufficient of his time to the station. WEAT operates with 250 w fulltime on 1490 kc. Granted Oct. 6.

WAAB Worcester, Mass. — Granted assignment of license from Radio Enterprises Inc., licensee, to Olin Corp. in which Bruff W. Olin Jr., is sole stockholder. Mr. Olin pays Radio Enterprises $15,000 plus and Yankee Network leasor of station $85,000. Mr. Olin was previously owner WQUA Moline, Ill. Elizabeth Olin, wife of assignor, is a director in corporation. WAAB is assigned 5 kw fulltime on 1440 kc, directional. Granted Oct. 19.

KGKB-AM-FM Tyler, Tex.—Granted assignment of license from James G. Ulmer and James G. Ulmer Jr., d/b as East Texas Bcstg. Co., licensee, to Lucille Ross Buford for a consideration of $100,000. The Ulmers wish to devote more of their time to business interests in Fort Worth. Mrs. Buford is 49% owner KHBG Okmulgee. KGBK is assigned 250 w fulltime on 1490 kc. Granted Oct. 19.

WARK Hagerstown, Md. — Granted assignment of license from Antietam Bcstg. Corp., licensee, to United Bcstg. Co. Inc. for consideration of $65,617. United Bcstg. Co. Inc., is licensee WOOK AM outlet Silver Spring, Md. WARK is assigned 250 w fulltime on 1490 kc. Granted Oct. 19.

KSFT Trinidad, Col.—Granted assignment of license from Trinidad Bcstg. Corp., licensee, to James E. Blair for $10,000. KSFT has been off the air pending financial reorganization. Mr. Blair is owner KWGB Goodland, Kan. KSFT is 1 kw day, 500 w night on 1280 kc. Granted Oct. 19

WSFC Somerset, Ky.—Granted transfer of control in Southeastern Bcstg. Co. Inc. from Alzono Carter and five others to W. Howes Meade and Arnold Silvert for a consideration of $29,925. Mr. Meade will acquire 70% and Mr. Silvert 8.75%. Mr. Meade is owner WSIP Paintsville, Ky., and Mr. Silvert is manager. WSFC is assigned 250 w fulltime on 1240 kc. Granted Oct. 19.

KSTV Stephenville, Tex. — Granted assignment of license from Doyle E. Collup, licensee to John Blake for a consideration of $6,000. Mr. Blake is licensee KSNY Snyder, Tex., and is engaged in the printing business as well. KSTV is assigned 250 w day on 1510 kc. Granted Oct. 19.

KCRV Caruthersville, Mo. — Granted acquisition of control of Pemiscot Bcstrs. Inc., licensee, through sale by Sanford J. Willis of 10% for $5,000. William R. Smith presently 30% owner buys 3% and Emmett F. Smith presently 12% owner buys 7%. KCRV is assigned 1 kw daytime on 1370 kc. Granted Oct. 6.

WMRA Myrtle Beach, S. C.—Granted assignment of license from Myrtle Beach Bcstg. Co., licensee, to Elizabeth Evans for $25,000. Mrs. Evans is wife of William Courtney Evans, former licensee WDOV Dover, Del. and now licensee KMMO Marshall, Mo. WMRA is assigned 250 w fulltime on 1450 kc. Granted Oct. 19.

KVMV Twin Falls, Ida. — Granted transfer of control in Radio Sales Inc., licensee, from John H. and Helen M. Sole to D. Spencer Grow and Arch L. Madsen for $20,262. Mr. Sole has been recalled to Army. Mr. Grow (59 sh) is part owner KEXO Grand Junction, Col. and Mr. Madsen (60 sh) is part owner and managing director KOVO Provo, Utah and minor owner KSUB Cedar City, Ia. KVMV is assigned 250 w on 1450 kc. Granted Oct. 6.

KWBM Williston, N. D.—Granted assignment of license from Williston Bcstg. Co. to Erling Manger, trustee in bankruptcy. KWBM was given 60 day extension from Sept. 20 to remain silent pending action on application by trustee in bankruptcy to effect a transfer. KWBM is assigned 250 w fulltime on 1450 kc. Granted Oct. 6.

KSIL Silver City, N. M. — Granted assignment of CP from Dorrance D. Roderick, permittee, to A. Carl Dunbar for consideration of $90,000. Mr. Dunbar is general manager KSIL. Mr. Roderick withdraws from station because of distance between Silver City and El Paso where his other business interests are located. KSIL is assigned 250 w fulltime on 1340 kc. Granted Oct. 6.

WMAP Monroe, N. C.—Granted transfer of control in Union Bcstg. Corp., licensee, from Olin B. Sykes, J. Ray Shute and 4 others to D. E. Marable and 5 others through transfer of 86% of stock. Mr. Marable is general and commercial manager of WMAP. WMAP is assigned 250 w daytime on 1060 kc. Granted Oct. 6.

WROM Rome, Ga.—Granted assignment of license from Dean Covington, J. W. Tromerhauser and Edward Nixon McKay d/b as Coosa Valley Radio Co. to Coosa Valley Radio Co., new company in which Charles E. Doss, program director WROM, buys 20% interest from Mr. Tromerhauser for $5,000. Mr. Covington and Mr. McKay retain their original holdings. WROM is assigned 1 kw daytime on 710 kc. Granted Oct. 19.

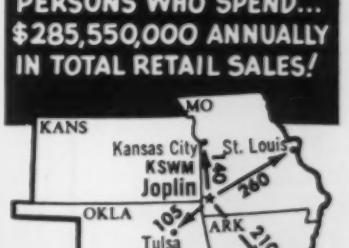
New Applications . . .

TV APPLICATIONS

Las Vegas, Nev.—Southwestern Pub. Co. Inc., Chan 8 (180-186 mc) ERP 2.47 kw vis., 1.27 kw aur., antenna 421 ft. Estimated construction cost $166,568, estimated revenue first year $20,000. Southwestern Pub. is licensee KFSA-AM-FM Fort Smith, Ark., KBRS Springdale, Ark. and is owner of Times Pub. Co., which in turn is 100% owner KHBG Okmulgee, Okla. Donald W. Reynolds is 75% owner Southwestern Pub. and 50% owner WIKK Erie, Pa., and 37% KAKE Wichita, Kan. Filed Oct. 18.

Minneapolis, Minn.—Fort Industry Co., Chan. 9 (186-192 mc) ERP 50 kw vis., 25 kw aur., antenna 500 ft. Estimated construction cost $688,685, estimated first year revenue $300,000. Fort Industry Co., is licensee WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WAGA-AM-FM-TV Atlanta and others. George B. Storer is president. Filed Oct. 16.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Arrow Typewriter

(Continued from page 24)

in Washington, where Arrow had a stand, the firm sold 55 new typewriters. Most of the customers, Mr. O'Donnell points out, declared they had heard of the store over the radio. Some of the people came from miles away, both in Virginia and Maryland. "One customer," he recalls, "lived close to Baltimore."

Arrow Typewriter sold 166 portables from March 1949 to the first of this year. Mr. O'Donnel attributes 73% of these sales to radio, 21% to "phone book" listing, 6% to people passing by. In rentals that year, 10% to radio, 80% to telephone listing, 10% to passers-by. Repairs: 14% radio, 22% phone book, 52% direct mail, 12% passers-by.

As of July 1950, Arrow sold 140 typewriters with expectations that the number will be 200 by the first of next year. In the use of media, Arrow allots only 10% of the gross to advertising. Of this amount, radio gets 90%, newspapers 10%.

Here is a quick view of that all-important sales chart: In March 1948, sales amounted to $220. By March 1949, they had jumped to $700; November 1949, to $2,000; December 1949, an all-time peak of $3,000. Each figure quoted represents the total sales in the month. All increases were attributed to radio.

Good Return

Mr. O'Donnell pays about $175 per month for his advertising on the radio. A return of $3,000 plus goodwill is an appreciable dividend from any insurance company. As Mr. O'Donnell puts it:

"I can spot a radio customer the way he comes into my store. He has been acquainted with a product and he has come to buy. Radio brings customers through the door. It is up to the salesman, if he's any good, to make the sale."

Mr. O'Donnell feels that he's doing an exceptional job in Washington in his approach to radio advertising. It's no secret to his competitors, he explains. "Many store owners have come to me asking how I do it. Some of them have tried to duplicate my radio advertising. But they have given up."

Reason why many owners of individual shops run into trouble, Mr. O'Donnell says, is "they don't give radio a chance. They expect to sell their product immediately. Only by long-range, continual planning and advertising can the goods be moved.

"A fundamental that all of them forget to apply is this: Tell your listeners about one item and show them why it will serve their purpose. When they respond to the appeal, it is up to you to sell your product in good faith. Then, and only then, can you emphasize another item."

Because of Mr. O'Donnell's unique manner of advertising for results—and attaining them—the Royal Typewriter Co. wrote him a letter commending his record and asking for samples of copy. But Mr. O'Donnell says there is no magic in his treatment "just commonsense."

For point-of-sale, treatment of customer, conversion of leads into sales, for copy ideas and their treatment, Arrow has shot through radio's air straight to the target.

Shipley Opens Office

CARL L. SHIPLEY, for the past 2½ years with the Washington radio law office of Arthur W. Scharfeld, has established his own office at 1103 National Press Bldg., Washington 4, D. C. Telephone, Sterling 2242. Mr. Shipley is engaged now in general practice but continues to handle radio matters. He was graduated from Harvard Law School in 1948 and prior to that had studied at Georgetown U., graduating in 1942. During the war Mr. Shipley was head of communications on the battleship *Nevada*. He left Navy service in 1945 as lieutenant.

GF Names Garver

ROBERT I. GARVER, account executive with Lynn Baker Adv., New York, and author of *Successful Radio Advertising With Sponsorship Participation Programs*, has been named associate sales and advertising manager of the Certo Division of General Foods Corp.

Your Nearest **AVERY-KNODEL** *office has all the facts on*

WIBA MADISON, WIS.

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY

5000 Watts on 1310 . . . NBC

ENGAGED in a little fun making, CBS's Ralph Edwards is about to apply the pie treatment to the face of Hugh B. Terry, general manager of KLZ Denver. Mr. Edwards was in Colorado early this month when he paid a two-day visit to his birthplace of Merino, Col.

Badger Law?

(Continued from page 23)

chants who advertise over the radio station involved or by writing direct to the station."

Food for Thought calls for viewers at the station studio to identify a prominent or historic person from clues "but to get on the quiz panel, participants have to request the station to invite them, constituting consideration," he said.

Mr. Tierney was quoted as saying no plans have been made to prosecute the stations, but added that the ruling speaks for itself and stations broadcasting programs that violate the law will have to stop.

On hearing of the ruling, H. Ellis Saxton, president of the Milwaukee advertising agency bearing his name, told BROADCASTING he would go before the next session of the Wisconsin Legislature with a plea that present state lottery laws be amended "to permit business men to engage in ordinarily accepted advertising promotion in this state without being held up as common criminals." One of Mr. Saxton's clients, Roth Appliance Distributors of Milwaukee, was sponsor of the WMAW show ordered off the air last July.

Gridcasts Sold Out

COMPLETE schedule of football broadcasts on WTRF-AM-FM Bellaire, Ohio, including all special features before and after games and all adjacent spot time, has been sold, the station announced last week. On WTRF-FM, Wheeling Steel Corp. is sponsoring 19 Ohio Valley high school games; King's Jewelry has signed for 15 Cleveland Brown pro games, and other sponsors have taken the seven additional games of local high schools. On AM only, United Packing Co. is sponsoring Mutual's *Game-of-the-Week*.

THIRTY-FIVE home games of Boston Bruins hockey team to be carried by WHDH Boston.

Libel Damages

(Continued from page 25)

abuse of the right of free speech.

However, the court said it agrees with the defendant who "contends that the abuse clause of Sec. [State Constitution] does not confer on a person defamed a right to the remedy of damages, but merely specifies that the constitutional right of free speech does not automatically carry with it freedom from responsibility for such abuses as were recognized by the common law or defined by the [California] legislature.

"To hold otherwise would result in freezing the law of defamation as it was when the constitutional provision was originally adopted in 1849."

The court is expected to schedule arguments soon and hand down its written opinion later in the session.

A case involving broadcasters and libel was decided by the Federal District Court in Philadelphia last March [BROADCASTING, March 20]. In that case, a federal judge ruled a radio broadcaster is not liable for libel in the broadcast of an uncensored political speech. It involved a suit against KYW Philadelphia by Attorney David H. H. Felix, of Philadelphia, charging the airing of a political speech which allegedly was a "false and malicious publication by broadcast."

Movie Question

The U. S. Supreme Court Oct. 16 also declined to rule whether movies should have the same constitutional protection afforded to newspapers and the radio, thus reaffirming a 1915 decision (the Mutual Film case). At that time, the high court had expressly ruled that the making of motion pictures is primarily a profit-making business and thus not included in the "press" whose freedom is guaranteed by the First Amendment.

Court's position in the current case was refusal to review a decision of a circuit court upholding the right of Atlanta censors to ban the movie, "Lost Boundaries," which explored the racial issue.

Attorneys familiar with the industry-pertinent Pennsylvania TV censorship case pointed out that the movie decision doesn't alter the issue in the telecasters fight against the attempt by the Pennsylvania State Board of Censors to pass on film used for television [TELECASTING, Sept. 11, Oct. 16].

In the Atlanta case, legal observers said, the court denied that movies are free from censorship. But in the Pennsylvania dispute, telecasters contend that the federal government occupies the radio-television field and that any state regulation applying to telecasting is unconstitutional. This was affirmed by a federal district court ruling last September.

KCOK Tulare, Calif., joins Southern Calif. Broadcasters' Assn. as 48th member.

NARBA on Rocks

(Continued from page 21)

9 kc, he asserted, a lengthening of the term of the agreement should be considered in order to assure stability.

Dr. Jose Ramon Gutierrez, Cuban delegation chairman, said his delegation had little information on 9 kc separations and could take no position until the conference answered two questions: (1) Have efforts to reach an agreement based on the present 10 kc separations failed?; (2) Will a 9 kc formula solve the problems?

Commander Edwards canvassed the delegations and concluded that the only alternative to conference failure is exploration of narrowing the channels—"what I call deterioration in the separation of the channels."

The heads of delegations said they favored studying the possibilities of reduced channel separation, Cuba again questioning whether this would prove a real solution but agreeing to cooperate in whatever studies the conference might authorize.

Mexico's Dr. Espejel, who had expressed himself earlier as feeling that the conference had "absolutely failed" insofar as agreement based on the present channel system is concerned and that 9 kc therefore must be considered, now expressed doubts.

Separation Problem

He pointed out that Central American broadcasters use the 10 kc system and that therefore an Inter-American agreement on 9 kc would be necessary to prevent interference between the 9 and 10 kc nations. The next Inter-American conference is scheduled for 1952. On the other hand, Dr. Espejel noted, unless a new NARBA is agreed upon this month, Mexico would not be able to ratify it until 1952.

With the delegates' agreement, a Steering Committee meeting was scheduled for the next day to discuss procedures for handling a 9 kc survey. But in the meantime the U. S. and Mexican groups met again in hopes of reaching fundamental agreement.

The U. S. this time offered Mexico rights on 660 and 880 kc, both U. S. 1-A's, on condition that both nations directionalize operations. Again the Mexicans refused, and signified they would withdraw from the conference.

The formal withdrawal, amid reiterations of regret, friendship and cooperation, came at a plenary session called for the purpose Wednesday afternoon.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

Happy Mouse

NORM HEYNE, vice president of Ruthrauff & Ryan, Chicago, and a radio and television producer, is showing radio row his latest gimmick for his office desk. It's a small glass fish bowl, which harbors a slight white mouse who munches happily throughout the day on sunflower seeds. His name is Manor—Manor Mouse, that is.

Open Mike

(Continued from page 10)

is well satisfied spending $200 a month with us, might suddenly decide, on the influence of a transcription salesman, to start spending $100 a month with the station, and $150 a month for a record.

Why don't the transcription companies leave the local advertisers to the local stations? Or at least give the station the opportunity to go along on the call?

Thad M. Sandstrom
General Manager
KSEK Pittsburg, Kan.

* * *

Keeps 'Up to Date'

EDITOR, BROADCASTING:

I know I need not tell you that I look forward to every copy of BROADCASTING. One can easily keep up to date in this industry if he reads it carefully.

Harry E. Cummings
Station Representative
Jacksonville, Fla.

* * *

No License Scarcity

EDITOR, BROADCASTING:

Regarding the resolution passed by District 11 NAB meeting, seeking authorization to use restricted licenses at broadcast transmitters [BROADCASTING, Oct. 2].

After reading the attendance list, which contains the names of many people I know, I am amazed that such a resolution could be approved unanimously at this time. If there is a shortage of regular licenses, or if such a shortage is more than a very remote possibility, this information is indeed enlightening.

With the fantastic number of operator licenses issued since World War II technical radio has, in most places, been insanely competitive since 1946. This includes District 11, as I very well know.

Perhaps, Mr. Doherty and the membership of District 11 should get the figures on how many licenses—operator and station—have been issued in the last five years and compare the ratio. Could anything short of total mobilization mean a shorage of technical personnel?

It appears that Mr. Doherty and the members of District 11 want to use baby sitters in lieu of a technical department. But, why not admit it, boys?

Lewis Sherlock
Box 51
Plainview, Tex.

* * *

Young at 52

EDITOR, BROADCASTING:

The enclosed is a picture of a 52-year old broadcaster who still boasts of the fact he can put his "fanny" slightly high in the air.

Also it's a picture of my backyard with pool, etc.

I. R. Lounsberry
President
WGR Buffalo, N. Y.

Mr. Lounsberry flips backward from the diving board.

* * *

Need More Confidence

EDITOR, BROADCASTING:

A few weeks ago I stopped over at the Wardman Park Hotel and I looked in on color transmission via the RCA system. . . . Reproduction, I felt, was good. Not excellent, but good. It would please and satisfy the average viewer, including me. . . .

Over coffee with a commerce member this morning, he brought up the subject of color television. My member said he was going to buy the cheapest black-and-white set he could find on the market, and wait for "these new improvements." . . . The receiver market in the Charlotte-Greensboro area is splendid, but even greater strides would be made if the 4 million people in this region could feel greater confidence in the merchandise they want to buy, from the standpoint of technical obsolescence. . . .

The . . . wisdom and responsibility of the FCC is to be respected, . . . but it will serve the station investor, the public, and the broadcast industry to advance television and radio standards firm and fast. . . . I seriously doubt if the public will condone and support the withholding of any systems for sustained periods, even if obsolescence is involved. . . .

William P. Pence
Chamber of Commerce Inc.
Salisbury, N. C.

WKJG DENIES
Hits NABET Complaint

WKJG Fort Wayne, Ind., last week denied it has failed to comply with a decision of the National Labor Relations Board as charged by the National Assn. of Broadcast Engineers in a complaint to FCC [BROADCASTING, Oct. 9].

WKJG General Manager Edward G. Thoms released the following letter from Karl W. Filter, NLRB field examiner, concerning the NLRB decision issued last March in the station's labor dispute with NABET:

. . . Shortly after the issuance of the order you were contacted by me and expressed your wholehearted willingness to comply in any manner required by the terms of the Order. After that time numerous delays in setting forth the standards of compliance were requested by [NABET], and consequently it was at our suggestion that the matter of compliance was held in abeyance pending some further word from NABET.

These questions were resolved this past summer and we are now in the final stages of determining just who may desire reinstatement with the Company and the amount of back pay which may be due to each of the individual discharges. The Company, up to this date at any rate has at no time failed or refused to follow any of the recommendations of this Board aimed at directing compliance with the order of the Board.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Hill & Range
FROSTY THE SNOW MAN*
On Records: Vaughn Monroe (Victor); Red Foley (Decca); Gene Autry (Columbia); Guy Lombardo (Decca); Roy Rogers (Victor); Harry Babbitt (Coral); King Cole (Capitol); Jimmy Durante (MGM); Curt Massey (London). (and others)
On Transcription: Bob Eberly—World; Satisfiers—Associated; George Wright—Thesaurus; Lawrence Welk—Standard; Claude Gordon—Capitol; Henry Jerome—Langworth
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NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

Battle Lines on Color

(Continued from page 55)

law to protect the public interest and promote technical advances in the communications art. In my opinion, in this case it has met these responsibilities to the fullest extent possible."

Sen. Johnson noted that FCC is proceeding with hearings looking toward lifting the licensing freeze. "This will open up a vast new market six to 12 months hence when hundreds of new stations will begin operation in areas where now there is no television," he said. "The viewers in those sections are entitled to be able to buy sets which will allow them to receive color programs if they want that kind of a set and the new broadcasters in the new areas are entitled to be able to buy and install color broading equipment if that is their wish."

He concluded:

"Stripped of all the cooked-up hurricane of confusion the Commission's orders merely insist upon a 'buyer's choice.' Always there has been resistance to new things by selfish interests, but always, thanks be to progress and Providence, that opposition has been brushed aside and the people have been served."

REP. ROBERT CROSSER (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, reserved personal judgment on the color issue, but said he would place the matter before his full committee when Congress returns Nov. 27. He said it would be for the committeemen to decide whether a hearing or any other action is taken.

DR. THOMAS T. GOLDSMITH Jr., director of research for **ALLEN B. DuMONT LABS**, said that it would be difficult, if not impossible, for independent stations to operate soon on the CBS color TV system.

He pointed out that non-interconnected television stations, relying heavily upon film for their programming, will find it difficult to obtain color films suitable for color telecasting. Only 15 percent of the entire film supply is in color, he said. No equipment is now available for transmission of color film even if such film were abundant, he said, predicting equipment capable of handling standard 24-frame-per-second film for color telecasts might not be available for a long time.

—From Washington (D.C.) Evening Star

WALTER A. BUCK, vice president and general manager, **RCA VICTOR** Division, said in a letter to distributors, the decision adopting "an incompatible, degraded color television system has created confusion and uncertainty in the public mind. . . . It is clear that you can continue to offer RCA Victor TV sets to the public with complete confidence . . . they will get years of satisfactory service and entertainment." He continued with a description of the color system adopted as "scientifically unsound and against the public interest." "RCA will continue its development of its all-electronic color television to full commercial stature," he said, "and will demonstrate the progress it is making in this development and prove that the sound future of color can be built and will be built on bedrock principles."

Poppele's Views

J. R. POPPELE, vice president **WOR-TV New York** and president of **TELEVISION BROADCASTERS Assn.**, said, it "may take some years" before color television can "attain the magnitude of the present black and white service."

"Adoption by the FCC of standards for color television in no way interferes with the continued broadcast of black and white television programs by the nation's 107 television stations. . . .

"At the present time only one of the 107 television stations is equipped to transmit color images on the basis of the new standards. The number of color television sets or converters and adapters (which are required for color reception on present sets) currently on the market are less than 100. . . . It may take some years before color television can attain the magnitude of the present black-and-white service, which is reaching 35 million people in 65 of the nation's leading markets. Conversion to color is required both in the studio and receiver. Both will be gradual. The process may be slowed by the exigencies of the present national emergency."

E. K. JETT, director of television, **WMAR-TV Baltimore** and formerly chief engineer and member FCC, answered the question "Shall I buy a TV set now?" with an emphatic "Yes." "Later, but not soon," he added, "you might have to buy a small attachment to receive color programs as black and white pictures." No station has been ordered to transmit color, he said, and no color equipment, transmitting or receiving, is available at this time in the Baltimore area. However, he pointed out, it would be possible for all three of Baltimore's TV stations to transmit color programs from New York where CBS is equipped to originate and feed color signals to Baltimore by coaxial cable.

GEORGE B. STORER, president, **FORT INDUSTRY Co.**, warned a group of television dealers and distributors that color TV is still a long way in the future and the "color situation should not stop them (the public) from buying a receiver now if they want one." "I don't mean to deprecate color telecasting," he continued, "but every effort will be for better black and white pictures for local set owners. The very limited color programs we will carry will be for the 'hams' or amateurs who want to experiment with their own receivers, but in no way will upset our programming in black and white pictures."

JOHN E. McCOY, attorney for **FORT INDUSTRY Co.** who resigned as chief of the FCC law bureau's TV section in September, reviewed the actions leading up to the decision and pointed out that color TV needed only a color camera on the transmission end and a color receiver on the other.

WILLIAM BALDERSTON, president **PHILCO Corp.**, advised Philco distributors the company intends to continue full scale production of black-and-white television sets, despite the FCC color decision. Mr. Balderston said:

"Color television has not arrived. . . . Black-and-white is and will continue to be the basic system of commercial television for years to come." Philco believes "the presently proposed system (CBS color) with its awkward mechanical whirling disk and small-size pictures is entirely unacceptable to the public and that the only color television the public will buy in volume is that which keeps pace with current electronic developments in black and white. That kind of color with its bigger pictures, finer quality and performance is being perfected in the laboratories of the industry today."

'Two Years Away'

Philco believes "such a color system is at least two years away . . . if and when color programs may warrant the expenditure," equipment to convert black-and-white sets to receive color "can be made available."

JOHN W. CRAIG, vice president, **AVCO MFG. Corp.** and general manager of its Crosley division, said the entire television industry regards the CBS color system as "impractical."

Speaking before the 22nd annual Boston Conference on Distribution last week, Mr. Craig said: "There is serious question as to whether [the CBS system] can overcome its limitations sufficiently to be put to practical use. And unless it is practical — especially unless it is compatible—the public cannot be expected to accept it."

The present black and white system will continue to be "the backbone of television" for years, he predicted.

He said the FCC decision was "not the final word" and that the last word would be had by the public.

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant, **RCA LABS**, said the RCA dot-interlace color television system had achieved the "final objective of confining a perfectly compatible color system with resolution comparable to that of black-and-white television in a standard television channel." He said that experiments of 20 and 30 years ago to develop color television employing the field-sequential system with its rotating mechanical disk (the CBS system) had shown the method was not "good enough for public acceptance." He said that Kinemacolor, a field-sequential color movie system tried in the early part of the century, proved a "distinct failure" because of inherent effects of excessive flicker.

—From Philadelphia Bulletin

ARTHUR A. BRANDT, general sales manager, **GENERAL ELECTRIC** Receiver Division, told dealers black and white television programs will remain the backbone of the TV business for many years to come and color television will be supplementary and probably limited to one station in New York City for an indefinite period. No one knows how long it will take to engineer, develop and produce the highly complicated television station equipment needed to originate color telecasts outside New York, he continued. "While conversion is possible we do not believe that many people will want to convert their sets until color broadcasts offer a real added service," he said. Color sets will be considerably higher in cost, he pointed out.

'Unwise Decision'

ROBERT W. GALVIN, executive vice president, **MOTOROLA Inc.**, told dealers "prospects for color television were dealt a lethal blow by the 'premature and unwise decision' of the FCC in favor of CBS color standards." "The CBS color system is so impractical that it will die as soon as the public gets the facts," he continued. The majority of the 8,000,000 sets now in the hands of the public will never be converted, he said, pointing out the difficulty of such a task. If they were, the large screen sets could present only black and white which would be a "substantially poorer" picture than that the public sees now, he continued. "When the public fully understands these complexities," Mr. Galvin stated, "interest in this kind of color reception will quickly die." He could see only one answer to the problem: "That the FCC will review

the advances which have been made in color television since the time it closed its hearing on that subject last May. If this is done, it is possible that after due reconsideration the FCC may allow a compatible system."

JAMES H. SIMON, president **SIMON DISTRIBUTING Corp.**, Motorola distributor, apprised his dealers of the Motorola attitude and urged that they "put their shoulders to the wheel and work as the greatest team America has ever known." "If we do," he said, "we are going to continue to enjoy fine black-and-white television business for many, many more years to come. Don't sell black-and-white short."

JOHN B. MILLIKEN, president of **TELEVISION EQUIPMENT Corp.**, which makes Vericolor industrial television color equipment for CBS and Remington Rand, announced his company is now producing TV color converters for existing sets, and TV color receivers.

At a cost "probably less than $50" plus installation charges of "not more than $25," the converters will be available to the public in early December, he said. Also under production is an adapter which will permit TV color receivers to also receive in black and white, he said.

WILLIAM L. DUNN, vice president of **BELMONT RADIO**, owner of **RAYTHEON Mfg.**, said his firm's "first responsibility" is to its customers and that accordingly the company has taken "necessary steps to protect their investment" and will produce adapters and converters "some time during the first half of 1951," providing color discs are available.

He made clear, however, that "we neither agree with nor condone FCC's ill-considered decision. . . . The decision probably will not, and we hope it does not, remain. . . . We hope the present non-compatible system will be replaced with a compatible system before it is necessary to market these devices." He charged FCC had delayed the availability of really good color by several years, and said Raytheon will conduct an advertising campaign in 50 cities answering the question: "What are the straight facts about television?"

—From Chicago Tribune

LEONARD ASHBACH, president, **MAJESTIC RADIO & TELEVISION**, said his company would build adapters and converters as soon as there is public demand for them and as soon as components are "readily available." Mr. Ashbach said there was no need for haste in the matter because "even if CBS color goes on the air next week it will be at least two to three years before color telecasts will measure up with the quality of entertainment that we now enjoy on black and white receivers." He said prospective television buyers need not hesitate to purchase present black and white sets "because TV stations will continue to telecast black and white programs as long as sponsors are willing to pay for same."

MUNTZ TV Inc. announced it would have a plug-in, self-contained converter on the market by Christmas at a "relatively low price." The unit contains a 10-inch picture tube with magnifier to give the effect of a 12½-inch picture.

WCAU-TV Plans Color

DONALD W. THORNBURGH, president **WCAU Stations**, Philadelphia, CBS affiliate, promised WCAU-TV "will begin color transmission as soon as it is made available to us." It "represents .still another challenge" which the station will meet "in the best interests of the public, the advertiser and the broadcasting industry," he continued. "It will be necessary for us to delay any definite announcement until we know the network schedule of broadcasting and until we are able to obtain some receiving sets for demonstration purposes," he said. He reminded the industry that it was a WCAU-TV viewer, Forrest W. Killy, Roselle, N. J., electrician, who startled the country by constructing his own color adapter from $4.30 worth of material to pick up the January-February color telecasts via the station.

HUMBOLDT J. GREIG, president, **WHUM Reading, Pa.**, a CBS radio affiliate, wired Frank Stanton, CBS president, that WHUM was "a complete believer in the future of color" and that the station was prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black and white. Mr. Greig's wire was prompted by request of Mr. Sprague, RTMA president, for time to answer Mr. Stanton. ". . . We can see no reason to donate time to Sprague for his purpose," Mr. Greig wired. "We can understand transmitter manufacturers may desire to stall color until they can sell all successful new applicants for VHF transmitted black and white set up. WHUM is complete believer in color. This is one station that can see no point in building black and white transmitter. . . . WHUM is prepared to advise FCC of desire for VHF color grant instead of black and white."

TELE-TONE Corp., which said

—From Detroit Free Press

earlier that it would produce converters, announced in full-page newspaper advertisements — to which CBS President Frank Stanton called attention in other full-page ads—that it would have its "Tele-color" units on the market Jan. 1, "priced so modestly it will be within the immediate reach of every television set owner." Each unit will have its own cabinet, tube, screen, and attaching device.

H. L. HOFFMAN, president **HOFFMAN RADIO Corp.**, in an attempt to clarify the color situation, said, in part: (1) The decision is a permissive decision—not a mandatory one. It permits CBS to telecast color with its field sequential system. (2) FCC has given the green light as to procedure and system that should be used by the engineering departments of the various manufacturers. (3) Color will be a supplementary service, not a replacement service. (4) Black and white telecasting system will continue to be used. (5) When regularly scheduled colored telecasting is available commercially, Hoffman will make reception of these programs available to Hoffman owners. (6) All equipment for telecasting and receiving is still in an experimental phase. (7) The present set is just as good a buy today and will give just as much pleasure as the set that was purchased before the FCC announced acceptance of CBS color.

Kaplan Asks Reply

MICHAEL L. KAPLAN, president, **SIGHTMASTER Corp.**, New Rochelle, N. Y., wrote to Frank Stanton, CBS president, inviting "your public reply" to Mr. Kaplan's claim that the FCC decision "carries with it the threat of forcing to the wall nearly every medium size manufacturer who cannot withstand the economic pressure of a sales stoppage in the industry." Mr. Kaplan earlier had wired FCC Chairman Wayne Coy that the Television Manufacturers Assn., a group which has no connection with the RTMA, and of which Mr. Kaplan is president, would like to know "whether CBS shares one hundredth the confidence in their incompatible system that your Commission does." The official comment by a CBS spokesman was: "It's too ridiculous to merit a comment."

FRANK MOCH, president **TELEVISION INSTALLATION SERVICE Assoc.**, Chicago, said the new CBS color television system is not technically nor economically feasible. "It will add a greater expense to the initial cost and service maintenance of TV sets," he said. "The FCC decision is contrary to the public interest and, if necessary TISA will ask an injunction to nullify it," he added.

WPEN PROTEST

Hits Race Results Story

MENTION of WPEN Philadelphia in connection with the FCC's decision denying renewal of license to WTUX Wilmington, Del., on the ground it broadcast racing information, was protested last week by Edward C. Obrist, WPEN general manager.

The FCC's decision included the following footnote:

"Mention was also made of the use of Station WSNJ Bridgeton, N. J.; WANN Annapolis, Md., and WPEN Philadelphia, but these stations do not appear to be relied on to any great extent."

Mr. Obrist contended BROADCASTING took liberties with the Commission's decision in using the following language in the Oct. 16 issue:

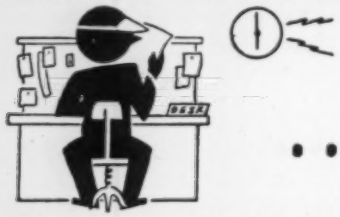
"The decision noted Wilmington bookmakers have used not only WTUX but also WWBZ Vineland, N. J., WPWA Chester, Pa., WITH Baltimore, and to a lesser extent WSNJ Bridgeton, N. J., WANN Annapolis and WPEN Philadelphia."

Cites Confusion

This version of the decision, combining two separate notes into a consolidated paragraph, labels WPEN with a "stigma" which the station feels is "particularly onerous," said Mr. Obrist. He added that "someone or several persons along the line have confused WPEN in their minds with at least one and perhaps two other Philadelphia stations when queried on racing by the FCC."

Mr. Obrist said WPEN has "never indulged in a race results broadcasting of the nature referred to in the WTUX story" though for a six-month period some two years ago it carried a 15-minute race summary at 6:45 p.m. However, he said, WPEN has never broadcast from the track or carried results as the races were run. Furthermore, the subject has never been an issue at license renewal time, he declared.

NEW syndicated comic strip based on CBS *My Friend Irma* series being carried in 25 newspapers.



...at deadline

PILOT DROPS SUIT TO UPSET COLOR DECISION

PILOT RADIO Corp. announced Friday withdrawal of its action against FCC, filed Oct. 17 in Federal court in Brooklyn, and its intervention in action brought by RCA and NBC against FCC in Federal court in Chicago. Isadore Goldberg, president of Pilot, said:

As both suits involved the same issues, I feel that the interest of the public will be best served by a single action, rather than two separate suits. Thereby a single and speedy adjudication may be obtained. The pendency of two actions in two different courts, on the other hand, might possibly result in contrary adjudications, and add to the public confusion and to the chaos which has already resulted from the order of the Commission approving CBS color.

Pilot's decision was disclosed shortly after FCC released copies of motion it was preparing to file seeking transfer of RCA suit from Chicago to New York, on grounds RCA should have filed in New York and also that fighting suits in both New York and Chicago would cause "substantial inconvenience to the Government." Commission announced that because of Pilot's new move "FCC will not file particular papers which have previously been released."

'ILLEGAL' TV STATION UNCOVERED BY FCC

FCC SAID Friday it had apprehended its "first illegally operated TV station"—constructed and operated by Tube Div. of Sylvania Electric Products, one of nation's largest TV tube manufacturers.

"The Sylvania unlicensed, illegally operated television station was rebroadcasting [on Channel 7] the NBC network programs emanating from WNBC-TV in New York and broadcast [on Channel 13] in Johnstown, Pa., by WJAC-TV," FCC said, asserting tower was near Emporium, Pa., and that operations had been in progress intermittently since Sept. 1 and regularly for about three weeks. Unlicensed station went off air at 5:10 p.m. Thursday after conferences between FCC personnel and Sylvania officials, FCC said.

NEW YORK TV GUILD VOTES NETWORK STRIKE

STRIKE against television networks at discretion of Television Authority negotiators authorized by New York membership of TVA with similar votes to be taken this week by Chicago and Los Angeles memberships.

No deadline for agreement set by TVA, which has been negotiating with networks since September. However, there have been no prior agreements between parties so union is not required to wait 30 days before calling strike.

FULTON CRITICIZES FCC HANDLING OF RICHARDS CASE

FCC'S proceeding against G. A. (Dick) Richards should never have been brought in first place, Hugh Fulton, his attorney, charged Friday as FCC concluded Los Angeles phase of inquiry (early story page 34).

Mr. Fulton charged Benedict Cottone, FCC general counsel, disregarded recordings of all KMPC newscasts back to 1942.

SCHECHTER TAKES POST WITH CROWELL-COLLIER

A. A. SCHECHTER, who resigned as MBS vice president in charge of news, special events and publicity fortnight ago, leaving radio to become executive of Crowell-Collier Publishing Co., publisher of *Collier's*, *Woman's Home Companion*, and *American Magazine*. He has been in radio since 1931 when he joined NBC as director of news and special events. He left NBC in 1942 to join Army and served as lieutenant colonel and radio chief of Gen. MacArthur's public relations section.

He joined MBS as vice president and news chief in 1945. Announcement of new association made by Albert E. Winger, president of Crowell-Collier, who said Mr. Schechter was joining "the executive staff." It is understood Mr. Schechter will receive a considerable increase in compensation over his position with MBS.

TOP STAFF CHANGES ANNOUNCED BY ABC

ABC promotions and realignments announced Friday: Ernest L. Jahncke, vice president in charge of stations, appointed vice president in charge of all ABC radio, including network and stations. Joseph A. MacDonald, vice president and general attorney, and Robert Saudek, vice president in charge of public relations, appointed assistants to president.

Mr. MacDonald will continue in charge of legal matters and labor relations. Mr. Saudek, in addition to present duties, will head advertising, promotion and research. Theodore I. Oberfelder, head of advertising-promotion, becomes manager of WJZ New York, with Clarence Doty named manager of WJZ-TV. Both report to Murray Grabhorn, vice president in charge of O&O stations. Mitchell DeGroot appointed acting manager of advertising and promotion. Benjamin Gedalecia continues as manager of research.

CONFERENCE HELD ON LOTTERY DECISION

WALTER EMERSON, ABC Central Division attorney, went to Madison, Wis., Friday to confer with officials of WMAW and WTMJ-TV Milwaukee on Wisconsin ruling which cited ABC *Stop the Music* and six other radio-TV shows aired in Milwaukee as "lotteries." ABC New York awaited official notification from state attorney general's office (see story page 23).

Attorney Harry Sauthoff, minority stockholder in WISC Madison, which carries ABC program, planned conference with Madison County district attorney to forestall possible ban at WISC. He suggested to ABC officials that, if ban were extended to Madison, network should promptly seek 30-day stay of proceedings from courts. Mr. Sauthoff felt ruling is discriminatory.

LIBERTY SIGNS SWING

RAYMOND SWING, commentator, signed by Liberty Broadcasting System to broadcast exclusively over network Mon.-Fri., 5:30 p.m. (EST) beginning Nov. 6.

Closed Circuit

(Continued from page 4)

Cann-Erickson, Chicago, and Petroleum Gro head and Standard Oil of Ind. account s ecutive, will resign Dec. 31 to go into re estate business in Florida. He will be repla by Sidney Wells, now agency's creat director. Mr. Wells' job will be taken over George Bowman Kreer, copy group head a Walter Thompson, Chicago.

NBC AFFILIATES DISCUSS OVERALL RATE INCREASES

NBC affiliated stations recommended Fri that network use "all its facilities" to e torialize against FCC color decision. Reco mendation, made at NBC convention in Wh Sulphur Springs taken under advisement management (early convention story page 1

Both AM and TV rates discussed but n formal resolution taken by stations. Be NBC President Joseph H. McConnell and E ecutive Vice President Charles R. Denny sa entire rate picture being studied with vi toward adjustments. Increased network da time radio rates were indicated. Many affiliat advocated overall boosts arguing radio h been underpriced for decade.

Resolution adopted urging network to sub stitute dollar charges for free television hou to defray interconnection and sustaining charges. Network took this under advisement Majority of affiliates objected to proposed FC rule on allocation of TV time to network pro grams in less than four-station markets.

SPAC committee to be reorganized fro eight to 10 members, two new TV members t be elected by mail. Pattern to provide on new TV director for each 10 stations added.

John A. Kennedy, WSAZ-AM-TV Huntingt ton, W. Va.; George B. Storer, Fort Industry Co., and George Norton, WAVE-AM-TV Louis ville, named to handle excess profit tax mat ters for TV as new art.

Next NBC convention to be held in New Orleans if hotel space available.

Easton Woolley, station director who is going to KDYL Salt Lake City as vice presi dent, to be presented by affiliates with paid order for DeSoto car and antique sterling tray. Affiliates approved proposal of P. A. Sugg, WKY Oklahoma City, for creation of industry wide fund to provide scholarship in honor of late John J. Gillin Jr., WOW Omaha, at Creigh ton U., his alma mater.

EDUCATION'S PLACE IN TV CONSIDERED

FURTHER details of DuMont's revised VHF-UHF TV allocation plan presented to FCC Friday by Dr. Thomas T. Goldsmith Jr., firm's director of research (see early story page 56). Comr. Frieda B. Hennock, concerned at Du Mont's plan to provide for educational TV only above 830 mc, indicated she'd ask all parties about education's place in VHF. Asked by Comr. Hennock which comes first, education or commercialism, Dr. Goldsmith replied, "Both." Asked status of DuMont, he said firm is "not exclusively an educational institution."

Economic effects of allocation were discussed by Christian J. Witting, general manager of DuMont TV Network, in support of DuMont plan. He said DuMont believes if FCC allocation proposal is adopted that: "Monopolistic control" of TV broadcasting could conceivably result since insufficient number of outlets are provided in major markets; incentive toward better programming, normally resulting from competition, would diminish; limited number of national advertisers would enjoy "an impregnable advertising advantage" in TV.

WTAG moves merchandise with three morning shows

"Morning Parade" John Wrisley
Monday through Saturday 6:30-7:00 a.m.; 7:15-7:45 a.m.; 8:15-8:55 a.m.

"The Julie & Johnny Show"
Co-emcees Julie Chase — Johnny Dowell
Monday through Friday 9:00-9:45 a.m.

"Modern Kitchen" Lyda Flanders
Monday through Friday 9:45-10:00 a.m.

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See Raymer for all details